

# Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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## CHICAGO SHOW UNDER WAY

### BUS MEN TAKE STEPS TO FIGHT CUMMINS BILL

Committee Chosen to  
Represent Interests  
At Washington

WASHINGTON, Jan. 30.—Important steps toward organization of the motor bus industry of the United States with the objective of defeating the Cummins bill, which is designed to place interstate bus traffic under jurisdiction of the Interstate Commerce Commission, were outlined at a meeting of the bus division of the American Automobile Association yesterday.

In addition to electing Ralph W. Sanborn of Cleveland as chairman of the board, the meeting took up several of the most pressing issues confronting the bus operators. The foremost place in the discussion was given to the pending legislation for the regulation of buses operating in interstate commerce.

An official legislative committee was appointed by the board to represent the bus interests of the nation in connection with the proposed regulatory legislation.

The committee consists of S. A. Markel, chairman of the legislative committee, Motor Bus Association of Virginia; Chairman George P. McCallum, president of the Michigan Highway Transportation Association; James M. Swift, president of the Motor Coach Association of New England; A. M. Hill, president of the West Virginia Motor Transportation Association; H. H. Moore, president of the Kansas and Missouri Bus Associations; Thomas L. Hodge, vice-president of the Pennsylvania Motor Bus Association; W. E. Travis, president of the Motor Carriers' Association of California; alternates, Ralph M. Sparks, chairman, board of trustees, Motor Coach Association of New England, for Mr. Swift; F. L. Williams of the Ohio Motor Bus Owners' Association for Mr. Hill.

The board reviewed the Cummins bill, which is scheduled to come up for hearings next month, and decided to propose certain amendments necessary to protect more the operators' interests. The amendments recommended will be submitted to the National Association of Railroad and Utilities Commissioners, the American Railway Association and the American Electric Railway Association, with a suggestion that an early conference be held between those organizations and the bus representatives.

### Detroit Employment Still at High Level

Detroit, Jan. 30.—Employment figures for Detroit in the week ended January 26 show a total of 261,602. This is a slight increase—843—over last week's figures of 260,759. A year ago for the same week the figures were approximately the same—260,000.

### Radiant Car Creations in Vast Coliseum Entice Eager Crowds

CHICAGO, Jan. 30.—In a setting, at once rich, colorful and almost dazzling in its beauty, the Chicago section of the twenty-sixth annual National Automobile Show was opened today in the Coliseum and a bewildering display of the latest advancements in the art of motor car building was disclosed to the public.

This exposition and the one at New York are the culmination of months of preparation. They are the outstanding events of the year in motor circles; they are the visible manifestation of the thought and the effort and the skill that has been combined in the manufacture and improvement of the greatest and most popular form of modern transportation—the automobile.

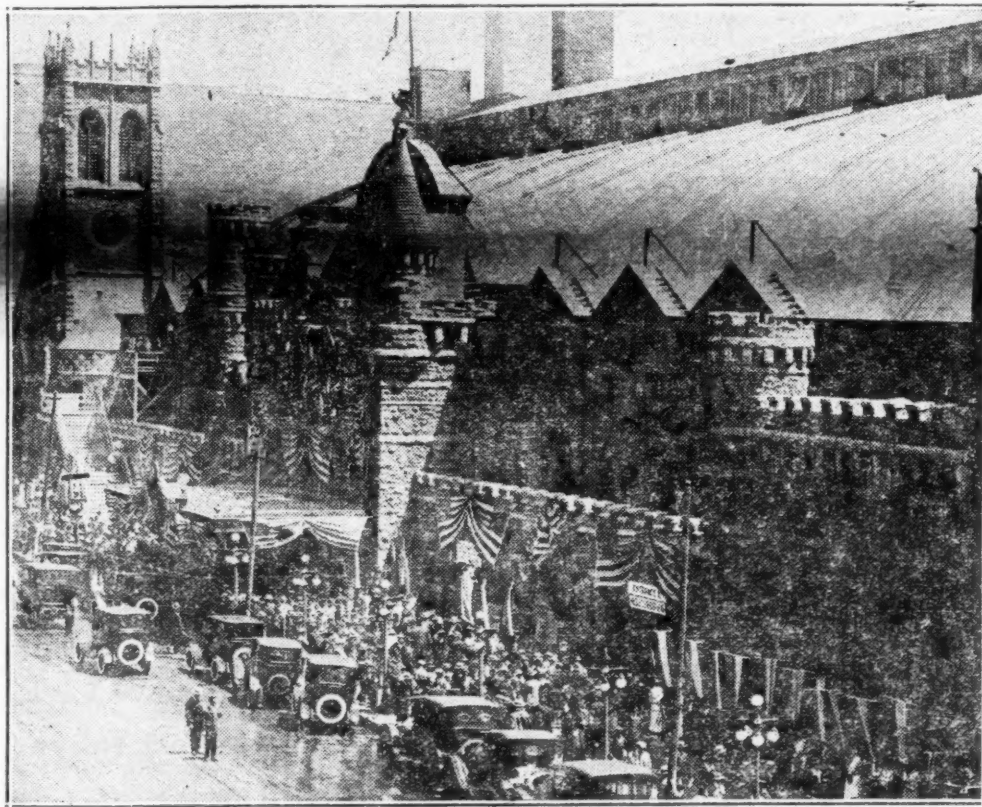
The twenty-sixth annual show, like its predecessors, is given under the auspices of the National Automobile Chamber of Commerce. It will continue until February 6—one week from today—with the doors of the Coliseum open from 10 a. m. to 6 p. m., except tomorrow.

The 1926 show is destined to take rank as one of the most important, if not the most important, of all national shows, for never before in the history of the industry have so many manufacturers presented so many entirely new models at the same time. The splendor, richness and the stateliness of the exhibits are most marked and were the subject of comment today by the thousands here who had been waiting to view what the automobile manufacturers of the United States had provided for the use and enjoyment of the automobile public for the year 1926.

Promptly on the hour the door of the Coliseum was swung open and the crowds that had been gathering for some time surged into the big building. They saw, through the magic of the decorator's art, the great bare spaces of the structure transformed into a scene of richness and splendor. The Coliseum and the Annex were not the buildings so well known to so many; they were, in reality, an enchanting bit of the old world set down in Chicago, a bit of picturesque Spain, redolent of sunshine, warmth and color.

Samuel Asch, the exposition artist and architect, chose Spain for the decorative motif of this show for the reason that it lends itself admirably to the exposition buildings and reflects, in its riot of color and warmth, the prosperity that the industry is now enjoying. The booths are of Spanish design, with Moorish arches and other touches so characteristic of Spanish architecture embodied in every line. Gorgeous shawls in all colors of the rainbow, deep lustrous fringes and drapes are hung in profusion throughout the building. The entire effect, worked out with consummate skill and without regard

### Crowds Throng to Coliseum for Automobile Show



### Dates Fixed for European Shows

London, Jan. 30 (U. T. P. S.).—The following dates have been fixed for the chief European automobile shows in 1926:—

Frankfort-on-Main, Germany.—April 3 to 14.

Madrid, Spain.—April.

Geneva, Switzerland.—June 10 to 20.

Lisbon, Portugal.—July 4.

Prague, Czecho-Slovakia.—Second half of September.

Paris, France.—October 7 to 17.

Olympia, London.—October 22 to 30.

Brussels, Belgium.—December.

### G. M. Building Plans Arouse Interest Here

New York, Jan. 30.—Announcement that the General Motors Corporation had taken a long-term lease on property covering an entire block at Columbus Circle, 59th Street and Broadway, New York, gave rise to reports that the company was planning to transfer some of its activities from Detroit to this city. Construction of a fifty story building on the property is contemplated, but this will not be begun until the expiration of sub-leases, which have about two years to run.

### BAD WEATHER DELAYS GRAHAM CONSTRUCTION

Evansville, Ind., Jan. 30.—Bad weather has held up construction work on the three new units at Graham Brothers' truck company plant so that the buildings will not be ready until about April 1, according to J. A. Merchant, assistant secretary. The new units will boost production by 25 per cent. The plant is operating on a daily schedule of 60 trucks.

### SALMSON CUTS PRICES

London, Jan. 30 (U. T. P. S.).—The ten-horse power Salmson four-seater has been reduced by £37 to £195.

(Continued on Page 16)



## N.T.D.A. AROUSED ON RUBBER STIR

**Declares Unusual Publicity in Matter Unwarranted**

**NEW YORK, Jan. 30.**—The reaction of the tire manufacturers and tire dealers to the recent stir over high rubber prices is made clear in the following letter, sent out from the office of George J. Burger, secretary-treasurer of the National Tire Dealers' Association.

"A great deal of publicity has been given during the past six weeks to that important commodity, crude rubber. Members of this association are at a loss to understand the reason for the tremendous amount of publicity given.

"For five years, the tire industry enjoyed little or no prosperity until the past year. When you consider that the rubber industry in this country ranks among the first ten leading industries, we believe that those who have had the foresight and confidence in the industry are entitled to a fair return on their invested capital. After the close of the war, and up until January, 1925, these had been very lean years, in fact, years of no profit to the rubber manufacturer and tire dealer.

"The consuming public has enjoyed far greater value and received greater service and satisfaction in tires at very much reduced prices, in fact, at times below the cost of production. The ruinous conditions no doubt existed among the rubber growers. Up to a year ago crude rubber was practically a drug on the market. There was no profitable market for it. In justice to the rubber growers who have invested their capital and have to wait anywhere from five to ten years for returns, they are entitled to fair compensation, and in a like manner this could be applied to the tire manufacturers and the tire dealers, in fact, to the industry at large.

Look at the situation in a fair and honest way. Look at some of the important commodities in our own country: coal, foodstuffs, clothing, common carriers (railroads), public utilities and amusements. All enjoyed increased revenue, in some cases greatly increased revenue, during the past five or six years, especially the railroads.

"Why single out the rubber industry? Members of this association are of the opinion that there are greater reasons for investigation on an even more important commodity, that is Old King Coal."

## Attendance High D. A. D. A. Exhibit

**Special from A. D. N. Detroit Bureau**  
**Detroit, Jan. 30.**—When the silver anniversary show of the D. A. D. A. in Convention Hall closed its doors tonight, it had chalked up some new records for daily and for total attendance.

Close to 125,000 persons passed through the entrances while the show was in session. Detroit Day—Thursday—drew almost 16,000. Friday and Saturday were almost as good, from the attendance standpoint.

H. H. Stuart and W. D. Edenhorn, responsible for the show's success, say that national prosperity accounts for the crowds.

**PLAN ROAD PROGRAM**  
**London, Jan. 30 (U. T. P. S.).**—It is planned to spend £40,000,000 on road development in Australia over a period of ten years, beginning this year. Half the sum is to be provided by the Federal government and half by the different states.

## CHEVROLET 1926 PLANS OUTLINED

**More Than 700 Dealers at Detroit Meeting**

**DETROIT, Jan. 30.**—Sales records eclipsing the Chevrolet 500,000 total of 1925 will be established during the present year, according to the plans outlined Thursday at a convention of 700 Chevrolet dealers in the auditorium of the General Motors building.

The convention, which was under the direction of R. H. Grant, vice-president and general sales manager, was one of a series which the company will hold in twenty-five Chevrolet headquarter cities throughout the United States. Dealers were present from the sales zone which includes Detroit, Flint and Cleveland.

Among the Chevrolet executives attending were W. S. Knuesen, president and general manager; C. E. Dawson, assistant general sales manager; J. E. Grimm, Jr., advertising manager; R. K. White, manager of the sales promotion division; H. J. Klingler of the Detroit sales offices; J. P. Little, manager of the parts and service division, and other members of the sales department.

Mr. Grant and other members of the sales organization outlined the sales and advertising plans for 1926. Mr. Grant read a number of telegrams from among the several thousand congratulatory messages sent the Detroit sales office by Chevrolet dealers. The telegrams stated that the improved Chevrolet line is being given an enthusiastic reception among automobile buyers.

The convention closed with a banquet in the grand ballroom of Hotel Statler. Mr. Dawson presided at the banquet. He introduced the following speakers: Mr. Grant, Mr. Dawson, Mr. Klingler and A. F. Young, zone sales manager. His addresses were preceded by music and entertainment features.

During his address Mr. Grant gave the dealers a pledge from President Knuesen that the quality of the Chevrolet products will be maintained and improved.

## S. F. GARAGE OWNERS ELECT ASSN. OFFICERS

**SAN FRANCISCO, Jan. 30.**—The San Francisco Garage Owners' Association, in a meeting here, elected the following officers for the ensuing year: P. J. Kelly, president; S. Krage, vice-president; A. D'Etzel, secretary-manager.

The meeting was unusually successful and much business was transacted. There has been so much discussion about the traffic situation in San Francisco that the garage owners felt that an opinion from their traffic committee would be of value to those interested in the subject. The traffic committee for the new year consists of R. L. Juarez, chairman; A. Anderson, R. G. Curtis, William Saunders and H. O. Little.

## CAMDEN COMPLETES PLANS FOR FIFTH ANNUAL SHOW

**Camden, N. J., Jan. 30 (U. T. P. S.).**—Plans have been completed for the fifth annual automobile show to be held here next month under the auspices of the Camden Auto Trades Association.

Twenty-four trucks will be exhibited, in addition to eleven makes of passenger cars. This will be the first year that commercial cars will appear in the show; the use of the city's new convention hall making this expansion possible.

## Chicago Show Events

**FEBRUARY 1-3**

**Feb. 1 to 3**—Eighth annual convention of the National Automobile Dealers' Association, Hotel La Salle.

**FEBRUARY 2**

Annual banquet of the National Automobile Dealers' Association, Hotel La Salle.  
Luncheon of the Flint Motor Company, Gold Room, Congress Hotel.  
Annual luncheon Willys-Overland Company, La Salle Hotel.  
Luncheon Willys Sainte Claire Company, Drake Hotel.  
Overland Motor Company meeting for dealers and all employees at La Salle Hotel, followed by luncheon. Mr. Willys and Mr. Pebe are expected to address the meeting.  
Willys Ste. Claire, all dealers at a luncheon at the Drake Hotel. C. H. Willys and A. H. Moorman, vice-presidents, will be among those talking.  
Banquet Oakland Motor Car Company, Blackstone Hotel.

**FEBRUARY 3**

Chicago Nash Company meeting at the Congress Hotel.  
Franklin-Butler Motors, a luncheon at the Drake Hotel for all Franklin workers.  
Hudson Motor Company dealers' meeting at the Rainbow Gardens for Illinois distributors.  
Nash Sales Company luncheon for dealers at the Congress Hotel for those from the Midwest. Speakers will all be factory men.  
Pierce-Arrow Sales Corporation—the factory is putting on a luncheon at the Drake Hotel. All dealers in the company are invited. Many Easterners are expected.  
Stutz Chicago Company luncheon, Metropole Hotel. Dealers from Chicago territory and some Midwesterners. Addressing the luncheon will be S. E. Moskowitz, president; Col. E. S. Gorrell, vice-president; Bert Bingle, service manager; Charles Crawford, chief engineer, and J. D. Struckel, Joliet (Ill.) dealer.  
Hird-Sykes Company factory and Western dealers banquet at the Blackstone Hotel. Speakers will include H. M. Jewett, H. K. Krohn, vice-president of the Paige Detroit Company; W. K. Towers, advertising manager; William Elliott, distribution manager; C. G. Gaunt, sales manager, and G. Clarke Mather, chief engineer. Preceding the banquet will be a sales conference, starting at 2 p. m., at the Lexington Hotel.  
Franklin-Butler Motors banquet at the Palmer House for Midwestern distributors. No speakers yet scheduled, but all factory executives are expected.  
Annual banquet of the Paige-Detroit Motor Car Company.  
Annual banquet Olds Motor Works, La Salle Hotel.  
Annual banquet of the Five Hundred Club (formerly Old Timers' Club), Gold Room, Congress Hotel.

## Ford Company to Restore Its Profit-Sharing Plan

**Special from A. D. N. Detroit Bureau**

**DETROIT, Jan. 30.**—Profit-sharing certificates of the Ford Motor Company, temporarily discontinued last April when a quota of \$25,000,000 had been reached, will be available to employees again February 1, it is announced by the company.

Under the plan of these certificates, which were inaugurated six years ago, employees of the company are given a share every six months in the profits they help to create. When the plan was inaugurated, employees were permitted to deposit up to one-third of their earnings with the company until \$100 had accumulated. On this the company guaranteed interest at the rate of not less than 6 per cent.

When the plan goes into force February 1 it will be modified so that employees may deposit with the company up to one-fourth of their earnings.

More than 35,000 Ford employees already hold the \$100 certificates, and many applications are on file for enrollment February 1. While the company does not promise more than 6 per cent, as a matter of history it has always paid from 14 to 16 per cent, yearly.

## Cadillac Dealers Attend Sales Meet

**Special from A. D. N. Detroit Bureau**

**DETROIT, Jan. 30.**—The annual sales meeting and dinner for dealers and salesmen in the Chicago branch of the Cadillac Motor Car Company was held at the Blackstone yesterday.

The principal speaker was C. F. Kettering, president General Motors Research Corporation. The meeting was also addressed by H. M. Stephens, general sales manager; Jay Dunivan, district manager; W. W. Lewis, advertising manager, and R. G. Tiffany, Chicago branch manager.

Lawrence P. Fisher, president, will be at the Drake Hotel during the auto show, with Lynn McNaughton, vice-president; H. M. Stephens, general sales manager, and Jay Dunivan, district manager.

Cadillac men with headquarters at the Blackstone for show week, are William Holmes, sales department; Ray L. Newton, territorial manager; F. W. Holloway, technical department; W. W. Lewis, advertising manager; William W. Warner, parts department manager.

## PACKARD SALES MEET AT CHICAGO ATTENDED BY 200

**Special from A. D. N. Detroit Bureau**

**DETROIT, Jan. 30.**—Packard distributors, dealers and salesmen in the Chicago territory to the number of about 200, met yesterday and today at the Drake Hotel, Chicago, where they were addressed by R. E. Chamberlain, sales manager; F. H. McKinney, advertising manager; H. A. Gilray, sales educational director; J. W. Loranger, district manager, and H. M. Davock, general service manager.

## MAPES DIST. SALES HEAD IN CADILLAC DETROIT DIST.

**Special from A. D. N. Detroit Bureau**

**DETROIT, Jan. 30.**—Glenn E. Mapes of the sales development division of Cadillac Motor Car Company has been made district sales manager in the district of which Detroit is the headquarters. He has been in the automobile business for eleven years.

## IRISH IMPORTS DROP

**Dublin, I. F. S., Jan. 30 (U. T. P. S.).**—During the first nine months of 1925 the Irish Free State imported 127 commercial vehicles, valued at £32,057. This compares badly with a total of 293, valued at £97,929, during the corresponding months of 1924.

## STAR SALES MEET HAS FINE REPORTS

**New Models Test Capacity of Plants; Good Season Ahead**

**Chicago, Jan. 30.**—The Star division of Durant-Star Motors Company opened its sales managers' conference in the English Room of the Congress Hotel here this week with a strongly conservative keynote.

Almost throughout the last six months have been excellent for the Star. The introduction of new lines—the new six and the improved four—brought tremendous interest, and put sales far ahead of factory schedules.

"Prospects of the next six months are really wonderful," F. A. Bonham, general manager of parts and service, told the delegates. "The number of new accounts and the size of them are gratifying indeed."

No new models, price reductions or increases or changes of any kind are in prospect, the trend being to keep things just as they are. No plant expansion will be necessary to handle the large business expected, for the four factories at Lansing, Oakland, Elizabeth and Toronto can turn out 660,000 cars a year if rushed to capacity. The staff at all factories will be materially increased, however, starting in March.

The New York executives present at the conference were: Colin Campbell, vice-president; George F. Lord, assistant; F. A. Bonham, general manager parts and service; A. K. Steigerwalt, his assistant; George F. Day, retail store supervisor; Wallace Zweiner, controller; J. S. Hunt, vice-president, in charge of manufacturing, and W. H. Bailey, general traffic manager.

Four regional directors of sales were present: A. Van Dezee, New York; B. A. Rupprecht, Southeastern; T. E. Jarrard, Great Lakes; and E. D. Knowles, Southwestern.

## Business Prospects Favorable for 1926

**Special from A. D. N. Washington Bureau**

**WASHINGTON, Jan. 30.**—A business analysis compiled by the Department of Commerce appears to justify an optimistic forecast for the sale of automotive products in the Canadian market this year.

The general outlook is better than it has been since 1920, and the period of depression which commenced in the following year appears to be definitely at an end, according to Trade Commissioner L. W. Meekins at Ottawa.

An examination of Canadian manufacturing industries reveals especial strength in the manufacture of automobiles and rubber goods, according to report.

**Don't Wait for Winter's  
Ice and Snow---  
Go to BERMUDA Now**

To get the most out of a Winter vacation, don't wait until freezing Winter weather has made a vacation a necessity—go NOW, while you can enjoy it and make your vacation a pleasant memory. Think of being able to enjoy now, in a climate of glorious Springtime, Golf, Tennis, Sailing, Bathing, Fishing and all other sports. Or to Ride, Drive or Stroll in the brilliant sunshine or silvery moonlight along white coral roadways in this Gem of Winter Playgrounds, only two days from New York. Sailings twice weekly from New York, every Wednesday and Saturday, via Palatial Twin Screw, Oil-Burning, Transatlantic Liners. Tickets Interchangeable.

**S. S. "FORT VICTORIA" and S. S. "FORT ST. GEORGE"**

Booklets and Further Details,

**FURNESS BERMUDA LINE, 34 Whitehall St., New York**  
Tel. Bowling Green 7800, or Any Local Tourist Agent.



## 1,800 GATHER AT A. T. A. MEETING

### C. F. Kettering Calls Dealers "Public Benefactors"

CHICAGO, Jan. 30. — Eighteen hundred members of the Chicago Automobile Trade Association gathered for their seventh annual pre-auto show meeting in the Congress Hotel, Thursday, heard Charles F. Kettering, president of the General Motors Research Corporation, assure them that of all tradesmen they were giving their customers the most for their money.

The meeting, which was far larger than any like meeting ever held here, was for the purpose of helping put the automobile show which opened today across with a bang.

Mr. Kettering, the chief speaker of the evening, assured the salesmen and dealers who make up the association that they were public benefactors, aiding hundreds of other industries to welfare and prosperity.

Charles E. Gambill, president of the association, was chairman of the meeting.

Samuel A. Miles, who organized both the New York and Chicago shows, also spoke, telling the group a little of what will be shown at the Coliseum this year.

Harry C. Spillman of the Remington Typewriter Company, made a short speech on "The Man Behind the Wheel." A number of salesmen and dealers also made short extemporaneous addresses.

Kettering's speech, however, was the keynote. Among the things he said were:—

"With 20,000,000 automobiles in the United States and a production of well over 3,000,000 per year, the American public is getting for its automobile dollar merchandise of the highest known value.

In twenty-five years this industry has developed from a curiosity to the largest in the world. The reason for this is that it has provided a mechanical method of transportation within the reach of all.

The secondary results of the automotive industry are as great as the industry itself. Every line of human activity has been stimulated. Steel, oil, rubber, fabrics, paints, copper, iron and chemical manufacturers have been asked for materials of quality and quantity that have reflected the economics of the increased production in every other line.

The road building as an industry and all of the things that go with it have assumed enormous proportion within the last ten years, and the real estate activities of every city show the effect of individual transportation upon the habits of our people.

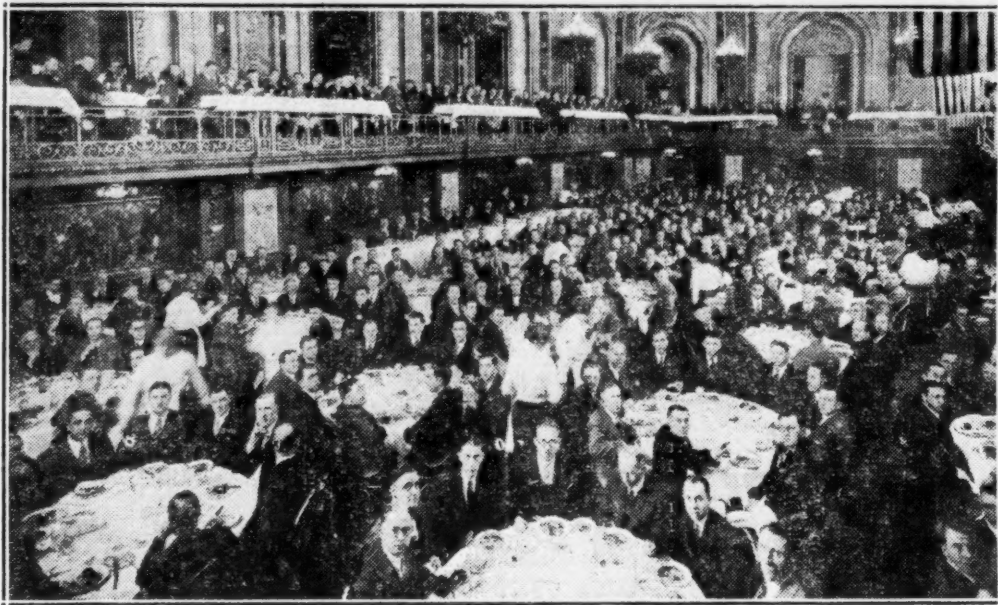
It is impossible to make any prediction as to the vehicle of the future, but it is sufficient to say that the automobile industry will meet every requirement of the American public for the highest type of transportation at the lowest possible cost.

### AUTOMOTIVE MARKET FIRM IN CHINA

Washington, Jan. 30.—The automotive market continues firm in China, according to a report to the Department of Commerce. Sales have held up well and there has been some effort toward road construction and improvement, particularly in the northern district.

The estimated number of motor vehicles in China at the end of 1925 was approximately 14,000. However, the report states that "the general outlook for business this year is not encouraging."

## Chicago A. T. A. Holds Banquet Thursday Evening



## British Weekly Sees U. S. Side in Rubber Quarrel

London, Jan. 30.—The Weekly Economist, in an editorial, assumes a sympathetic attitude toward the American viewpoint in the rubber controversy, although it does not agree that the reasons advanced by the United States are justified by the facts.

"It is impossible," the editorial says, "to overestimate the importance of good-will between England and America, and anything tending to replace trust by suspicion must be deplored. There are, unfortunately, far too many signs that British opinion is not as cordial toward America as we should like it to be. This lukewarmness in its origin merely represents natural feelings which in this wicked world a hardworking debtor feels for a prosperous creditor, and it has been fostered by the history of different funding operations in the last few years."

Referring to the American claim that the Stevenson scheme for restricting the rubber output was a clever device to enable Great Britain to pay her debts, the Economist thinks this is altogether far-fetched, and credits the British Ministers with a shrewdness they do not possess.

The Economist expresses the belief that the exportable quotas under the scheme might have been increased more rapidly in 1925 with advantage, but points out that it was not restriction of the rubber output which drove up prices or caused the demand suddenly to outrun the production, because the effect of the restriction was to drive business into the hands of the Dutch.

The real difficulty, it says, is the seven years' gap between the planting and tapping of rubber trees, and the motor boom has been so extreme that in no circumstances would it have been possible for the rubber industry to be enlarged to cope with the situation.

### CARDWAY TO HANDLE DAVIS WORLD SALES

Richmond, Ind., Jan. 30.—It has been announced by the George W. Davis Motor Car Company, Richmond, Ind., that all sales for the entire world outside of the United States and Canada will be handled by Cardway, of New York. This distributing concern has representation in every important foreign market. The Cardway organization also handles the Pierce-Arrow.

### JEWETT ANNOUNCES HIS DAUGHTER'S ENGAGEMENT

Special from A. D. N. Detroit Bureau  
Detroit, Jan. 30.—H. M. Jewett, president Paige-Detroit Motor Car Company, and Mrs. Jewett have announced the engagement of their daughter, Eleanor Osborn, to John V. Dwyer. The wedding will probably take place in June. Miss Jewett was a debutante in 1923.

### WILLS SAINTE CLAIRE GROUP AT BLACKSTONE

Special from A. D. N. Detroit Bureau  
Detroit, Jan. 30.—Wills Sainte Claire Company, Marysville, will have headquarters at the Blackstone Hotel during the Chicago show, and will be represented by the following men from the factory: C. Harold Wills, president; J. A. Morland, vice-president; L. J. Belknap, chairman of the executive committee; W. J. Parrish, general sales manager; C. F. Boos, manager sales department; John Beebe, chief engineer; John Caron, advertising manager, and F. M. McDonald, Chicago district representative.

## Rickenbacker Men In Pre-Show Meet

Chicago, Jan. 30.—Stressing the fine points of the new Rickenbacker model, which was shown here for the first time today on the opening of the 1926 National Automobile Show, Col. Carl Titchener, factory manager, addressed an enthusiastic group of dealers and retailers here Friday.

More than a hundred dealers and retailers from Chicago and Cook County attended the meeting, which was held in the salesrooms of Lafayette Markle & Co., the local dealers for the Rickenbacker. Capt. Eddie Rickenbacker, R. T. Hodgkins, factory sales manager; E. Leroy Pelletier, factory advertising manager, and Col. Titchener were present from the factory. They all addressed the meeting, as did Lafayette Markle, president of the local company.

The new super-sport model, with its aluminum body, 100 h. p. and 90 miles an hour capabilities, came in for much enthusiastic comment from the dealers.

### MICHIGAN CITIES ADOPT UNIFORM TRAFFIC RULES

Special from A. D. N. Detroit Bureau  
Detroit, Jan. 30.—One hundred and sixty-one municipalities in the state have adopted the uniform traffic ordinance, designed to avoid confusion from a multiplicity of laws governing urban traffic. The ordinance was adopted in its present form at a convention in Grand Rapids, at which practically every municipality of importance in the state was represented.

MORRIS DELIVERIES HIGH  
London, Jan. 30 (U. T. P. S.).—Morris Engines, Ltd., which provides engines for the Morris automobiles, has delivered 62,442 power units during the past year.

for Economical Transportation



Until you have driven the improved Chevrolet, and actually sensed the thrill of handling the smoothest running, easiest riding car of its type ever offered, you cannot possibly realize how much greater value is offered in the improved lower-priced Chevrolet.

Touring - -	\$510	Sedan - - - -	\$735
Roadster - -	\$510	Landau - - - -	\$765
Coupe - - -	\$645	½ Ton Truck -	\$395
Coach - - -	\$645	(Chassis Only)	
		1 Ton Truck -	\$550
		(Chassis Only)	

ALL PRICES F. O. B. FLINT, MICHIGAN

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Q U A L I T Y A T L O W C O S T



# Showing of New Pontiac Attracts Crowds

## Latest General Motors Car Made in Two Models

CHICAGO, Jan. 30.—Opening day visitors to the twenty-sixth annual National Automobile Show in the Coliseum found a profusion of new offerings to engage their attention. Nearly every car maker has utilized the show opportunity to disclose to the trade and public some new product. There are new names, new chassis, changed models, and additions to existing lines. At no other national show have there been so many innovations.

A car whose debut has been eagerly anticipated is the Pontiac, General Motors' new six, which is being built at the Oakland plant in Pontiac, Mich. The advent of this newcomer has been heralded from coast to coast by one of the most extensive introductory advertising campaigns ever put on. The name and price were withheld until the first public showing at New York two weeks ago, and when released made a strong impression. The car is named after the city of its manufacture and also a famous Indian chief. It is priced at \$825 for both models—coupe and coach—a figure which makes it a lusty competitor on a price basis.

On the Pontiac's 110-inch wheel-base chassis are mounted Fisher bodies done in two-tone Duco. Its low suspension and sweeping lines give it an attractive appearance. Power is furnished by a six-cylinder "L" head engine of the moderate speed type, with a 3 1/4-inch bore and a 3 3/4-inch stroke. It develops 36-brake horsepower at 2,400 r.p.m.

Cylinders are cast en bloc and a two-piece head is used which permits removal without the necessity of retiming the ignition. Lightweight pistons of semi-steel are fitted which have oil regulating rings located at the bottom of the skirts. Force feed lubrication delivers oil under pressure through the crankshaft to the main bearings from which it is thrown in a spray to the other bearings and moving parts. The oil pump is placed below the level of the oil so that it is self-priming and protected from freezing.

Cooling is accomplished by means of a Harrison radiator through which water is circulated by a positive pump driven from the front end of the crankshaft and having an adjustable belt. Engine, clutch and transmission are a unit, and the clutch of the single-plate, disk type, is operated by eight coil springs and has a graphite throw-out bearing requiring no lubrication.

A standard transmission is fitted, with three speeds forward and one reverse, and the gears are of chrome vanadium steel. Service brakes are external contracting, working on eleven-inch drums on the rear wheels. Parking brake is internal expanding.

The spark is automatically controlled to insure proper setting at all engine speeds. Electrical system is a Remy three-unit. A specially designed intake manifold assists combustion and is claimed to lessen crankcase dilution. It embodies a heat control valve which may be adjusted for warm or cold weather. A semi-reversible steering gear makes for ease of operation.

Bodies are roomy and mounted low on the chassis. A distinctive feature is the treatment of the double beading, which curves up to a higher level back of the doors. The nickel-plated radiator shell bears a double medallion name-plate and a bronze-faced Indian head radiator cap, suggestive of the car's name. Headlights are supported by a tie rod, and parking lights are provided above the lower beading on the cowl.

Arizona gray is the color combination of the coach. The upper structure is done in black and a red striping is used on the body, hood louvers and wheels. Interior is upholstered in gray corduroy.

The coupe is finished in light sage green and also has the black upper structure and red striping.

## WILL DISCUSS TIME PAYMENTS

### Illinois A. T. A. to Confer on Plan at Annual Convention

Springfield, Ill., Jan. 30.—At the annual convention of the Illinois Automotive Trade Association, to be held here March 1 and 2, there will be considerable discussion upon the subject of lessening the amount of the initial payment upon a car, and the equal danger of too long extension of the time limit on deferred payments.

All local associations have been asked to take up this question at their periodical meetings and be prepared to record the views of the membership at the state gathering.

It is desired to make the coming convention one of the most important in the history of the organization, due to the belief that the problems of the industry are greater than ever before and their proper solution is more necessary than ever.

## GOVERNOR OF KENTUCKY GIVES UP GAS TAX IDEA

Frankfort, Ky., Jan. 30.—Before the Legislature was completely organized here it was understood that Gov. Fields had practically abandoned his pet measure which would boost the gasoline tax from three cents to five cents a gallon, the proceeds to be used for roads.

The governor blames automobile owners in the state for the early death of the proposed measure, and the Automobile Club of Louisville, which has affiliated with club members from other cities, came in for its share of the criticism in the governor's message to the Legislature.

## GENERAL ELECTRIC TAKES BOOTH AT CHICAGO SHOW

Chicago, Ill., Jan. 30.—Booth 136 is occupied by the General Electric Company at the National Automobile Show here this week. The exhibit will include a display of tungar rectifiers and textile gears under the supervision of C. T. McLoughlin of the General Electric Company.

Rear quarter is leather covered and has distinctive bows. Gray corduroy or leather upholstery is optional.

Equipment includes sun visor, rear view mirror, automatic windshield cleaner, rear window shade and Fisher V-V one piece windshield. The coach also has a dome light. Artillery type wheels and balloon tires, 29x4.75, are standard equipment.

The interest shown in the Pontiac models by to-day's visitors was a repetition of what was seen at New York. In the Grand Central Palace the Pontiac booth was the object of attention not only on the part of the public but of the trade as well, particularly those connected with cars which will compete against it. An addition to the General Motors family is a significant event to the trade—the interest in the Pontiac is well justified.

**BEARER OF A NEW NAME.** This view gives a close-up of one of the two Pontiac models, the coupe. Body details such as the sun visor mounting, the leather rear quarter and landau irons, and the curve of the belt-line molding, can be clearly seen. The fair driver is Miss Esther George, who christened the new addition to the General Motors family.



## Launch Campaign To Save Rubber

Los Angeles, Cal., Jan. 30.—In order to conserve automobile tires and help bring down the price of crude rubber, the Los Angeles Motor Car Dealers' Association has entered into a nationwide campaign.

Everything possible will be done by the association to instruct tire users how to get more mileage from their equipment. Letters are being sent to every dealer requesting him to tell his customers how to save tires and urging his cooperation.

Motorists are urged to examine their wheels to see that they are not out of alignment. They are also advised to be careful about bumping into curbs.

Officials of the association heartily second the suggestions of Herbert Hoover, Secretary of Commerce, who urges, "Maintain proper air pressure in your tires, make repairs promptly, use brakes gently and round corners carefully."

## OFFICERS ELECTED BY HUNTINGTON A. D. A.

Huntington, W. Va., Jan. 30.—James Thackston, of Ike Hanley, Inc., Cadillac dealer, has been elected president of the Huntington Automobile Dealers' Association for the coming year. He succeeds H. G. Nash, of the Nash Motor Sales Company, Nash dealer. Other officers elected were A. E. Haan, vice-president; J. P. Lewis, treasurer; G. B. Robertson, secretary, and E. Vernon Carter and J. L. Dawson directors.

The dealers have decided to conduct a show week late in February or early in March in their respective establishments, concluded by an open display in Government Square.

## FORD (ENGLAND) EXPANDS

London, Jan. 30 (U. T. P. S.).—Many thousands of pounds worth of machinery has been ordered by the Ford Motor Company (England), Ltd., for installation in various Ford plants abroad.

## Would Use Gas Tax For Building Roads

Atlanta, Ga., Jan. 30.—The Atlanta Motor Club has gone on record as being opposed to any increase in the Georgia gasoline tax, but favoring the use of the entire four cents now collected for the building of good roads in the state.

The club draws attention to the fact that of the entire four cents collected, which, it is pointed out, is one-sixth of the retail price of gasoline, only one and one-half cents goes to the Highway Department. The total of four cents includes 3 1/4 cents per gallon tax, and the half cent inspection fee which is collected through the oil inspection department of the Department of Agriculture.

This half-cent fee brings in about \$643,700 annually. Approximately \$100,000 of this is used for the maintenance of the oil inspection department and forces, and the balance is paid into the state treasury.

**Van Metal Wheels, including the new dual pneumatic type, will be on show at the Congress Hotel, Chicago, in L. I. Kinstler's room. All interested are invited to call.**

Van Metal Wheel Division  
Erie Malleable Iron Co.  
Erie, Pa.

**VAN WHEEL CORPORATION**  
Oneida, N. Y.

# Murray Body Corporation

Detroit, Michigan

OPERATING

## Ecorse Steel Plant

for the manufacture of  
Automobile Chassis Frames.

## J. W. Murray Manufacturing Company

Manufacturers of Fenders, Hoods, Gas Tanks  
and other Sheet Metal parts for Automobiles.

## Dietrich Incorporated

Manufacturers of Custom-built bodies  
for fine Automobiles.

Dependable Motor Car Bodies



# Why 833,000 people in 1925 bought GENERAL MOTORS CARS

THEY WERE INFLUENCED first by the values offered in the current models of Chevrolet, Oldsmobile, Oakland, Buick, and Cadillac. But in the back of their minds was another influence—a growing consciousness that each of these cars, solidly established on its own merits, is made even more desirable by the supporting strength and resources of General Motors.

Those resources provide the largest facilities for scientific research in the automobile industry—a guarantee of continuous improvement.

They insure the economical purchase of materials; they make possible the development of world-wide markets.

Manufacturing economies follow inevitably, for General Motors, with its parts and accessory companies and the Fisher Body Corporation, and the General Motors Acceptance Corporation, includes in one family *everything* essential to the making and selling of quality cars.

In simple language, this means that General Motors has *every* facility and *every* incentive to maintain the two most important factors in public confidence: "the quality of the product" and "value for the price."

## GENERAL MOTORS

*"A car for every purse and purpose"*

CHEVROLET · PONTIAC · OLDSMOBILE · OAKLAND  
BUICK · CADILLAC · GMC TRUCKS

Delco and Remy Electrical Equipment · Fisher Bodies · Harrison Radiators · Jacox Steering Gears  
AC Spark Plugs—AC Speedometers · New Departure Ball Bearings · Delco-Light Electric Plants  
Frigidaire Electric Refrigerators · Jaxon Rims · Brown-Lipe-Chapin Differentials and Bevel Drive  
Gears · Lancaster Steel Products · Hyatt Roller Bearings · Inland Steering Wheels · Klaxon Horns.

General Motors cars, trucks, Delco-Light electric plants and Frigidaires electric refrigerators may be purchased on the GMAC Payment Plan.



# Stutz Displays Sensational Safety Chassis

## "Safety Chassis" Has New Brakes and Worm Axle

CHICAGO, Jan. 30.—A sensational newcomer at the show is the Stutz Eight. This offering is different and new throughout; it is not a changed model but an entirely new car. All during the New York show the Stutz space was thronged with persons wishing to inspect the features of this new eight-in-line with its "safety chassis." Today's session saw a renewal and continuation of this interest.

In the first place, the 1926 Stutz has gone from six cylinders to eight and adopted the straight eight type of power plant, which has gained so many adherents in the last two years. Rear axle drive is through a worm gear, instead of the conventional spiral bevel. This is the first passenger car to adopt a worm-drive axle, and its use permits lowering of the bodies five inches, since the propeller shaft terminates beneath the rear axle. A new type of brake system is incorporated in the Stutz design. It is a non-leaking hydrostatic four-wheel system, which is said to be inherently equalized and to require no adjustment. Chassis lubrication derives from the engine. All working parts are oiled by a Myers magazine, which is self-cleaning and positive.

The engine has a 3-16 bore and a 4 1/2-inch stroke and a piston displacement of 287 cubic inches. It develops ninety-two horsepower at 3,200 r. p. m. and has a compression ratio of 4.8 to 1. The crankshaft is supported on nine main bearings and the overhead camshaft is driven by silent chains. The upper half of the crankcase and the cylinders are cast integrally, the crankcase parting well below the center line, with a liberal flange all around, to insure rigidity.

Connecting rods are of duralumin and pistons of semi-steel, with the bearing pin in the center of the bearing section of the skirt. A floating pin is used with bearings in the bronze bushing. Plugs of Tobin bronze are placed in the pins to prevent scoring. The crankcase pan is of cast aluminum five inches deep, with fourteen cooling fins cast on the lower side. A tubular bronze wire screen protects the pump intake.

The cylinder head is of cast iron and the combustion space is larger than the bore. The sixteen valves are set in a row in the center line of the engine. The valves have individual ports, intake and exhaust being located on opposite sides. Cylinders 2, 3, 6 and 7 have auxiliary ports to the intake side to heat the intake manifold. Ignition is a Delco dual system with two plugs to a cylinder.

Three-point engine suspension is used, and carburetion consists of a Zenith duplex carburetor with a Swan dual manifold. Two exhaust manifolds are used, one for the front four and one for the rear four cylinders. They extend down to a junction with a horizontal pipe connecting with the A. C. muffler.

A full force feed lubrication system forces oil to all bearings and moving parts. The oil is drawn from the crankcase through an external copper lead to a passage drilled the entire length of the block. The main bearings are connected with this passage by drilled holes. The camshaft gets oil through a hole drilled vertically in the cylinder block. The idler, intermediate and accessories shafts are supplied by small holes drilled out of this vertical passage. The oil passes through a drilling in the camshaft and out the rear end. It then passes through the rear bearing pedestal and out to the chassis lubricating vent and to the Wall rectifier.

This latter removes foreign matter of all kinds from the oil and returns it to the crankcase in a purified state. The water pump has a stainless steel shaft and a

### YOUNGSTOWN DEALERS PICK OFFICERS FOR 1926

Youngstown, O., Jan. 30.—A. H. Moore was elected president of the Youngstown Automobile Dealers' Association at the annual organization meeting this week.

H. F. Black and Louis Kroeck were elected first and second vice-presidents, respectively. Edgar Evans was re-elected secretary-treasurer.

The new board of directors includes A. H. Moore, Louis Kroeck, H. F. Black, Howard Pfau, Leo Collier and W. O. Strausbaugh.

single knurled packing gland. A Fedders radiator is used. A Borg and Beck clutch and a three speed transmission transmit power through an alloy-steel propeller shaft to the rear axle.

The worm gear used is of special bronze, while the worm is of alloy steel. The unit is fully reversible. Side members of the frame are rigidly joined by five tubular and two channel cross members. The rear springs are undermounted on the axle and are 62 inches long. Front springs are pivoted at the rear to obviate spring interference with steering and are 38 inches long.

Braking is accomplished on four wheels by the new Timken hydrostatic system. It is of the type known as low pressure hydraulic, using an anti-freeze solution and making contact with the drum over nearly the entire circumference. Each brake has six sectional shoes of pressed steel. A three-inch master piston is connected with the brake pedal and carries the pressure to the brakes. The entire system is inclosed so that one filling of liquid lasts indefinitely. Equalization occurs not only among the four brakes, but among the segmental shoes.

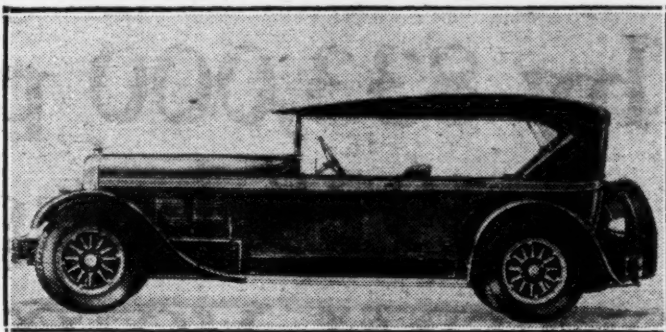
These body models are offered, all priced at \$2,995: Two-passenger speedster with rumble seat in rear; four-passenger speedster; five-passenger sedan and brougham; four-passenger Victoria coupe, and two-passenger coupe. Floor height from the road is twenty inches, while over-all height to the roof is seventy inches and headroom is thirty-nine inches.

A variety of two-color combinations may be had on the Brewster-built bodies. Wheelbase is 131 inches, and the car turns in a 24-foot radius. One-piece windshields are fitted and the headlights are twin-beam reflectors with steering column control. Equipment includes combination park, stop and backing light, electric cigar lighter, auxiliary trouble lamp, front bumper and rear bumperettes and artillery type wheels. Wire wheels are furnished at extra cost.

The low, sweeping appearance of the models is helped by the double belt line molding, and another distinctive touch is the hood louvers, which are horizontal instead of the usual vertical style. Tool boxes and battery boxes are set into the front fenders.

With these many outstanding features, with its advanced engineering and distinctive appearance, this new bearer of the honorable Stutz name is a high point of the show. Its advent has already created a considerable stir in the \$3,000 price class, and the line is expected to win much popular favor in 1926.

THAT NEW STUTZ. Here is a view of one of those new Stutz models first seen at New York show. This is a four-passenger speedster mounted on the revolutionary "safety chassis." The Stutz display is one of the attractive spots of the show.



### Seeks to Limit Speed of Trucks

New York, Jan. 30.—Speed governors on commercial vehicles to reduce the number of fatal accidents, reduce automobile insurance and lengthen the machine's life, were asked for by Edward F. Lowe, speaking before a division of the Society of Automotive Engineers here recently.

A report by the National

Chamber of Commerce shows 40 per cent of the major fatalities in which motor vehicles were involved during the first seven months of last year were due to speeding and that, while commercial vehicles constitute only 24 per cent of the motor vehicles registered in New York City, 53 per cent of the accidents in the city in 1924 were caused by commercial vehicles.

Lowe declared that the automobile insurance rates for 1925 were figured on a basis of 80,000 deaths in approximately 1,000,000 motor vehicle accidents.

### BRITAIN GREETES AJAX

London, Jan. 30 (U. T. P. S.).—The sole distributor for Nash and Ajax cars in Great Britain and northern Ireland is now Jac Pederson, Nash Ajax Motors, 199 Piccadilly London, W. 1. The Ajax is a newcomer to Britain.

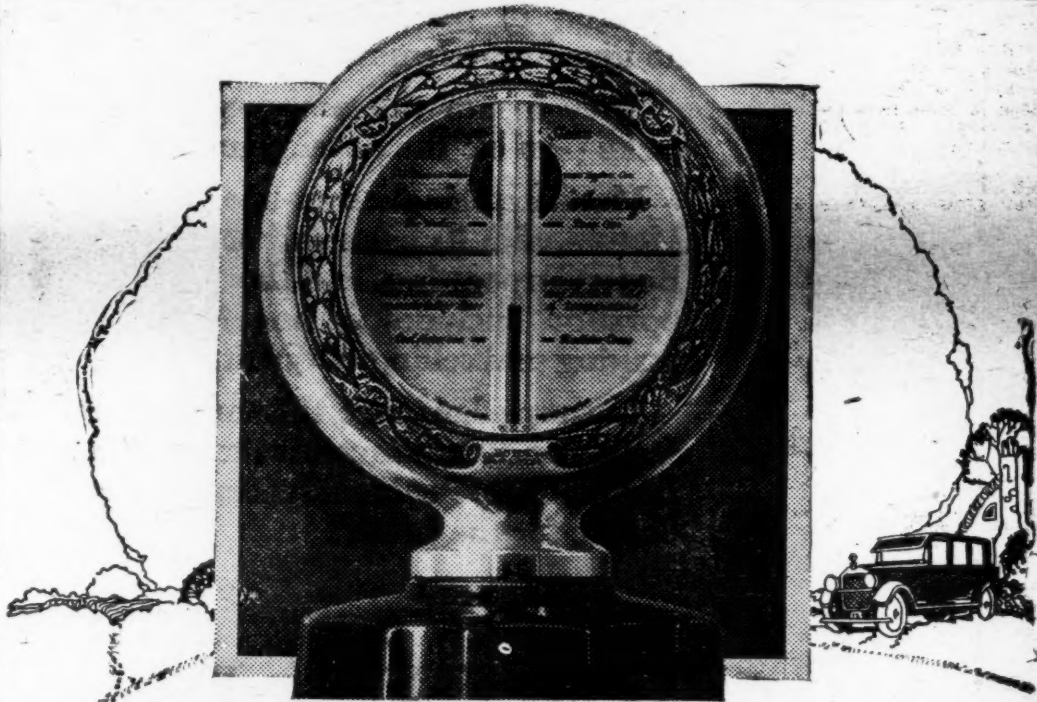
### Meet WALT FARRAR at the Palmer House

Walt and his boys can come pretty close to getting you anything you want in Chicago. They offer all possible assistance to our clients and their friends.

We hope to meet, personally, many of the dealers who are receiving our services, weekly bulletins covering the automotive industry, reports on management, used cars and sales problems.

Come in and say "Hello."

**CRAM'S SERVICES, Inc.**  
Buhl Building,  
DETROIT



**NOTICE** the number of cars at the show that are equipped with the Boyce Moto Meter! An overwhelming majority—impressive evidence of its utility, beauty and downright value.

On the radiator cap the Boyce Moto Meter is always in the driver's line of vision, always ready with its warning ten to fifteen minutes before trouble brews under the hood. The unfailing sign of the man who is kind to his motor.

Over 8,000,000 now in use.

THE MOTO METER CO., Inc., Long Island City, N. Y.  
THE MOTO METER COMPANY OF CANADA, Ltd., Hamilton, Ont.

## BOYCE MOTO METER

The name "Moto Meter" is the registered trade-mark and the exclusive property of this Company



## WOULD REVISE VIRGINIA LAWS

### Many Radical Changes Embodied in Pro- posed Bill

Norfolk, Va., Jan. 30.—Complete revision of all state laws regarding automobiles, traffic, speed, penalties, issuance of licenses, and, in fact, everything connected with motor vehicle operation, so far as the state is concerned, is embodied in a bill which was presented to the General Assembly convening in Richmond Wednesday, January 13, by Senators John A. Lesner of Norfolk and C. C. Vaughn, Jr. of Franklin, president and vice-president respectively of the Tidewater Automobile Association.

Statutes put on the books when the automobile first became a transportation and traffic factor will be discarded, and all laws will be codified and offered in one bill with the provision that changes, additions and eliminations in the future shall be in the manner of amendments to the measure.

There had been a suggestion that the legislature this year appoint a commission to codify the automobile laws and report two years hence, but Senator Lesner believes that the entire subject can be handled without delay and that a step in that direction should be taken immediately in order to minimize confusion and misunderstandings as to what the law really means.

Here are a few suggestions that are being considered by the two Tidewater senators and which are certain to be included in the new automobile code:—

Raising the speed limit on state highways to at least 35 miles and perhaps 40 miles from the present 30 miles an hour limit.

Eliminating the so-called "speed-

traps" and requiring all officers making arrests on the public highways, whether for traffic violations or the prohibition law, to wear uniforms, except of course, where the ends of justice would be defeated by giving violators a chance to escape.

Putting the responsibility for speed, no matter what the rate may be, on the driver, and holding him liable personally and financially for damage.

Requiring every automobile owner to take out an insurance policy of not less than \$1,000 for each car for protection of pedestrians and other traffic in event of collisions or reckless driving.

Embodying the proposal of Governor-elect Byrd to fix the automobile license fees on the basis of one-fourth of a cent per pound for each car instead of on the horse power, as at present, thus reducing the state license charges on lighter cars, but increasing the fee on heavier machines, trucks, etc.

While the gasoline tax is not necessarily a part of the automobile code because it is a revenue measure, it is probable that the proposed increase in the tax on motor fuel will be embodied in the measure.

Senator Lesner intimated that he favored the increase to four cents a gallon, proposed by Governor-elect Byrd, and that he endorsed the idea of imposing an additional one cent per gallon, making the total five cents, with the last penny to be borne by the gasoline distributing companies without it being passed on to the consumer.

A plan is now being perfected to have the oil companies absorb the one cent tax without boosting their prices.

#### INCREASE TAXES

London, Jan. 30 (U. T. P. S.).—The Ulster (North of Ireland) government has just imposed crushing new taxation on commercial automotive vehicles. The highest rate is imposed on vehicles of 5½ tons with trailer, which will now pay £110 annual tax, instead of £32.

## Ill. Completes 900 Miles of Pavement

Springfield, Ill., Jan. 30.—The Illinois State Highway Department in 1925 completed 900 miles of hard road construction, rounding out work designated under the \$60,000,000 bond issue, extending the state highways to many terminals not heretofore reached by paved highways.

The construction fell short of reaching a world's record of state highway construction set in 1924, when 1,230 miles were built. Work was halted by legal difficulties in securing rights-of-way. Greatest advance was made in west central Illinois, between the Illinois and Mississippi Rivers. The system has reached the point where each additional mile of new highway adds considerable to the service possible.

The department expects to complete at least 1,000 more miles this year unless unforeseen conditions arise. However, before any roads under the new \$100,000,000 bond issue can be started, the first issue must be depleted and efforts are concentrated now upon clearing up sections in which work has been delayed through legal difficulties.

## R. R. REPORT IN ENGLAND SAYS MOTORS FAVORED

London, Jan. 30 (U. T. P. S.).—In a report just issued by the National Wages Board of the railways, it is stated that the rapid growth of road carriers is a serious menace to the railroad companies. Road freight haulers are under no legal obligation to provide regular services and their charges are not subject to regulation. They are open to select freights they prefer and can vary charges to meet special circumstances. Such companies contribute only a small portion of the cost of providing and maintaining the roads they use, and, as the number of commercial automotive vehicles increases rapidly, the wear and tear on the roads is ever increasing. The railroads are taxed locally to help maintain the roads which their competitors use, and are thus subsidizing a formidable and increasing competition.

#### PLAN USED CAR SHOW

London, Jan. 30 (U. T. P. S.).—Plans are being made for an exhibition of second hand automobiles to open in London on March 18. Nothing manufactured earlier than 1920 will be accepted or less than six months old. Each auto will be certified by an expert.

## PLAN OPENING OF TEN NEW OIL FIELDS IN INDIA

London, Jan. 30 (U. T. P. S.).—The Dutch Colonial Petroleum Company has concluded an agreement with the East Indian government to open up five new oil fields—two in Sumatra, two in Madura and one in Java, covering altogether 600,000 acres. This company is a subsidiary of the Standard Oil Company.

A similar agreement has been made with regard to two other fields in Sumatra in collaboration with the Dutch Indian Oil Company.

**Retlaw**  
VISUALIZATIONS

UNIQUE  
ADVERTISING  
IDEAS

Created and Carried Thru!

METROPOLITAN TOWER  
New York



# 100 H.P. 90 M.P.H.

¶ In the Rickenbacker booth at the Automobile Show you will see the fastest stock model exhibited this year.

¶ This model has a 100 Horse Power motor that will develop better than 90 miles per hour.

¶ The magnificent body design is a most unique creation—both in full stream line effect and striking color combination. A triumph of coach-craft!

¶ You haven't seen the Automobile Show until you have seen the beautiful new Rickenbacker.

## L. MARKLE CO.

2309 South Michigan Avenue, Chicago, Ill.

# Rickenbacker

A · CAR · WORTHY · OF · ITS · NAME



CHARLES SCHUTTE BODY CO.  
MOTOR COACH WORK

DESIGNERS AND BUILDERS  
OF HIGHEST GRADE  
OPEN AND ENCLOSED BODIES

OFFICES AND FACTORY  
SOUTH WEST END AVENUE  
LANCASTER  
PENNSYLVANIA



# Meet You Will Meet at the 26th Annual Show

And Where to Find Them in Chicago—Complete Directory of Automobile and Accessory Company Representatives Who Attend the Automobile Show at the Coliseum—Their Hotel Headquarters and Their Permanent Address

## Passenger Cars

**Alax Motors Company, Racine, Wis.** Space 36. C. W. Nash, president and general manager; H. J. Mellum, secretary; D. M. Averill, vice-president; W. H. Alford, treasurer, and H. D. Snyder, assistant treasurer.

**Auburn Automobile Company, Auburn, Ind.** Space 46-47. At the BLACKSTONE: J. I. Fisher, president; E. L. Cord, vice-president, and general manager; R. H. Faulkner, sales manager; N. E. McDarby, assistant sales manager; R. S. Wiley, export manager; H. G. Herash, advertising manager; P. A. Watson, general superintendent; R. E. Parker, district sales manager; J. M. Crawford, chief engineer, and H. L. Dunn, purchasing agent, all of Auburn. The following sales managers: F. H. Popp, 2449 Michigan Ave., Chicago; F. G. Farley, 215 West Wayne St., Fort Wayne, Ind.; and F. R. Meehan, 536 Kirkham St., Oakland, Cal.

**Buick Motor Company, Flint, Mich.** Space 30. At the BLACKSTONE: H. H. Bassett, president and general manager, 514 E. Kearsley Ave., Flint; E. T. Strong, general sales manager, Durant Hotel, Flint; C. W. Churchill, director of sales, Durant Hotel, Flint; A. Brown Patterson, director of advertising, 313 East 24 St., Flint.

**Cadillac Motor Car Company, Detroit, Space 38.** At the BLACKSTONE: L. P. Fisher, president, Whittier Hotel, Detroit; Lynn McNaughton, vice-president, 2221 Iroquois, Detroit; H. M. Stephens, general sales manager, Detroit Athletic Club, Detroit; R. L. Newton, territorial manager, 112 Tyler Ave., Detroit; J. W. Dunivan, distribution manager, 8100 E. Jefferson Ave., Detroit; William Holmes, sales department, 1955 Taylor Ave., Detroit; G. T. Carroll, Jr., district manager, 250 West 57th St., N. Y. C.; H. H. Batcheller, sales promotion, c/o Harold Hyde, 2715 W. Grand Blvd., Detroit; E. W. Seasholtz, chief engineer, 1435 Edison Ave., Detroit; A. U. Widman, vice-president production, 2305 W. Boston, Detroit; W. M. Warner, manager parts department, 4037 Vicksburg, Detroit; D. F. Hulgrave, manager of purchases, 2277 Clairmont, Detroit; W. W. Lewis, advertising manager, 2930 Chicago Blvd., Detroit; S. O. Van Arsdale, comptroller, Apt. A-5, 691 Seward, Detroit; D. M. Kendall, chassis demonstrator, 7441 Hanover, Detroit; E. Phil Merrill, chassis demonstrator, 54 Tyler Ave., Detroit; J. S. Becker, chief draftsman, 2886 Collingwood, Detroit; P. C. Leiner, assistant chief draftsman, 825 Lathrop, Detroit; D. E. Anderson, designer, 1282 Lakeview, Detroit; R. Behlmer, 4717 Blaine, Detroit; Robert Neef, designer, 2541 Sturtevant, Detroit; J. N. Prentiss, designer, Detroit; C. O. Richard, assistant body engineer, Detroit; N. S. Townsend, designer, 150 California, Detroit; G. H. Meyers, designer, 1878 Buena Vista, W. Detroit, and R. Edwards, designer, Detroit.

**J. I. Case T. M. Company, Racine, Wis.** Space 38. L. P. Fisher, president; Lynn McNaughton, vice-president; Samuel Regar, treasurer; Geo. M. Clausen, president; D. P. Davis, vice-president; C. T. Ziegler, sales, and L. L. Hoaglin, sales.

**Chandler Motor Car Company, Cleveland, O.** Space 41. At the CONGRESS: F. C. Chandler, president; Samuel Regar, treasurer; Geo. M. Graham, vice-president; Ralph B. Nettleton, Western sales manager, Cleveland; C. W. Thompson, assistant chief engineer, Cleveland.

**Chevrolet Motor Company, Detroit, Mich.** Space 39. At the SHERMAN: W. S. Knudsen, president and general manager; R. H. Grant, general sales manager; C. E. Dawson, assistant general sales manager; J. E. Grimm, manager advertising department; R. K. White, manager sales promotion department; G. R. Browder, manager analysis department; Wm. Bles, manager time financing and certificate plan; O. E. Hunt, chief engineer; D. P. O'Keefe, general purchasing agent; and J. F. Little, manager parts and service division, all of Detroit. D. E. Ralston, regional sales manager, Tarrytown, N. Y.; C. F. Barth, vice-president in charge of operations, Flint, Mich.; and the following sales managers: C. E. Alexander, Chicago; L. F. Ryer, Des Moines, La.; B. Barnes, Minneapolis; and G. J. Gates, Janesville, Wis.

**Cleveland Automobile Company, Cleveland, O.** Space 23. At the CONGRESS: J. V. Whitbeck, president; Sid Black, vice-president; Harrison Goldsmith, Western sales manager; J. T. Nicholson, service manager; C. F. Benson, sales; H. H. White, sales; George Barr, sales, and A. S. Hatch, service, all of Cleveland.

**Geo. W. Davis Motor Car Company, Richmond, Ind.** Space 2. At the CONGRESS: George W. Davis, president, 59 South 15th St., Richmond; Walter C. Davis, secretary and treasurer, 1608 Reveston Road, Richmond; Scott A. Lewis, vice-president, 2006 Main St., Richmond; Lee H. Hazard, purchases, 8 Howard Court, Richmond; W. D. Collins, chief engineer, Richmond; J. L. Cassel, service, 2205 Main St., Richmond; Walter E. Pluke, representative, 701 West 175th St., N. Y. C.; E. S. Corcoran, representative, 487 Greenwood Ave., Trenton, N. J.; W. G. Craig, representative, 11 Riviera Apts., 281 Park Ave., New York; S. D. Samuels, representative, 10 Broadripple Ave., Indianapolis; George Seibert, representative, 1519 Dana Ave., Cincinnati; Jack Winne, representative, Rochester, N. Y.

**Diana, Space 44.** See Moon Motor Car Company.

**Dodge Brothers, Inc., 7900 Jos. Campan Ave., Detroit, Space 31.** At the BLACKSTONE: H. J. Haynes, president, 150 Virginia St., Detroit; R. C. Graham, vice-president and general sales manager, 8120 E. Jefferson St., Detroit; H. J. Koch, manager advertising division, 376 East Grand Blvd., Detroit; A. T. Waterfall, vice-president, 2484 Virginia St., Detroit; H. V. Poppeny, secretary, 3480 Iroquois St., Detroit; H. H. Springfield, vice-president, 8120 East Jefferson St., Detroit; A. Z. Mitchell, vice-president in charge

of purchases, 2245 La Salle Gardens, Detroit; R. A. Vail, assistant manager production, 2231 North La Salle Gardens, Detroit; John R. Lee, assistant general sales manager, 2218 Field St., Detroit; H. J. New, director of distribution, 2611 Virginia St., Detroit; A. E. Nafe, director of service, Pleasant Ridge, Mich.; John A. Nichols, Jr., vice-president in charge of sales, 676 East Grand Blvd., Detroit; G. Carson, chief engineer, 2444 Reminole St., Detroit.

**Durant Motors, Inc., 1819 Broadway, New York City, Space 17 and 3.** At the CONGRESS: Colin Campbell, vice-president; George Frank, assistant vice-president; Frank A. Bonham, general manager parts and service division, all of New York City; T. E. Jarrard, regional sales manager, Lansing, Mich.; E. D. Knowles, regional sales manager, Kansas City, Mo.; and R. C. Ives, sales manager, Chicago; R. A. Rupprecht, regional sales manager, Cincinnati.

**Eclair Motor Company, Elkhart, Ind.** Space 49. At the LA SALLE: F. R. Sears, president and manager, 318 East Beardsley Ave., Elkhart; W. H. Patterson, vice-president and advertising manager, 405 Jefferson St., Elkhart; W. H. Denison, treasurer and sales manager, 119 North 3d St., Elkhart; George Graffia, secretary and chief engineer, 17 St. Joe Manor, Elkhart; W. P. Street, export manager, 4152 Pearl Road, Cleveland; Donn R. Shelton, zone man, 442 Bundy Ave., New Castle, Ind.; L. H. Smith, zone man, 120 Harrison St., Council Bluffs, Ia.; H. G. Wilkinson and C. L. Comer, factory salesmen, Elkhart, Ind.; and A. L. Bruynell, salesmen, South Bend, Ind.

**Essex Motors, Detroit, Space 35.** See Hudson Motor Car Company.

**Flint Motor Company, Flint, Mich.** Space 26. At the LA SALLE: R. H. Mulch, vice-president and general manager; G. R. Scott, assistant general manager; R. Morris, assistant sales manager; W. H. Mackie, sales promotion; J. Dick, service manager; E. F. Hill, sales department; all of the above are from Flint; J. M. Finlayson, regional manager, 1013 Keith Plz., Cincinnati; L. M. Kauffelt, regional manager, Kansas City, Mo.; H. J. Rosenberg, Chicago manager, 2500 Michigan, Chicago; F. A. Martin, Chicago sales manager, and E. G. Deane, Frank Lawson, R. A. Shadel, S. L. Felts, and J. Y. Goltz, salesmen, 2500 Michigan, Chicago.

**Ford Motor Company, Detroit, Mich.** Space 44. At the PALMER HOUSE: Stewart MacDonald, president, 24 Washington Terrace, St. Louis; F. H. Renkers, sales manager, 618 Claytonia Terrace, St. Louis; W. R. Brashers, assistant sales manager, 522 Waterman Ave., St. Louis; Harry B. Ford, publicity manager,

**Franklin Automobile Company, Syracuse, N. Y.** Space 22. At the DRAKE: Ralph Murphy, works manager; H. H. Goodhart, distribution manager; E. E. Goodhart, sales manager; L. B. Benham, assistant sales manager; A. M. Taylor, advertising manager; F. J. Leyerle, service manager; E. S. Marks, chief engineer; K. C. Haven, custom body; B. H. Gilpin, quality department; H. M. Cotter, H. M. DeWitt, L. Lininger. All of the above are from Syracuse.

**Gardner Motor Company, St. Louis, Mo.** Space 12-13. At the CONGRESS: R. E. Gardner, Jr., president; Fred W. Gardner, vice-president; W. H. Yeldell, secretary and sales manager; L. C. Freeman, assistant general manager; Halsey Dunwoody, assistant to president; I. W. Slevater, assistant sales manager; J. J. Canepa, assistant sales manager; George J. Spinks, manager parts and service; W. W. Tutt, sales manager, central district; Helm Walker, manager Chicago branch; J. E. Mahoney and F. W. McCahill, sales.

**Gray Manufacturing Corporation, Mack Ave., Detroit, Space 10.** At the CONGRESS: F. F. Beal, vice-president; H. W. Burritt, vice-president and treasurer; R. Stahl, chief engineer; J. H. Weiler, factory manager; Gordon Muir, assistant director of sales; Hoover Holton, sales representative; T. F. Drews, manager purchasing department; John Leggett, service manager.

**Hudson Motor Car Company, Detroit, Space 32.** Roy Chapin, chairman; R. B. Jackson, president; O. H. McCornack, vice-president and general sales manager; H. P. Phipps, export manager, and W. A. James, assistant sales manager.

**Hupp Motor Car Corporation, Detroit, Space 51.** Edward J. Hupp, president, 14923 Grandview Terrace, Grandview Terrace, Cleveland; W. B. Riley, sales manager, 26 Villa Beach, Cleveland; Paul Zens, secretary, 2891 Paxton Road, Shaker Heights, O.; R. S. Edgus, chief engineer, 2878 Brighton Road, Cleveland; J. F. Smith, sales department, 3990 Woodbury Road, Shaker Heights, O.; J. Kelly, factory manager, 2134 Abbott Road, Cleveland; S. R. Thomas, assistant chief engineer, 3397 Clarendon Road, Cleveland Heights, Cleveland.

**Jewell, Space 34.** See Paige-Detroit Motor Car Company.

**Jordan Motor Car Company, Inc., Cleveland, Space 51.** At the UNIVERSITY CLUB: S. Jordan, president, 14923 Grandview Terrace, Cleveland; W. B. Riley, sales manager, 26 Villa Beach, Cleveland; Paul Zens, secretary, 2891 Paxton Road, Shaker Heights, O.; R. S. Edgus, chief engineer, 2878 Brighton Road, Cleveland; J. F. Smith, sales department, 3990 Woodbury Road, Shaker Heights, O.; J. Kelly, factory manager, 2134 Abbott Road, Cleveland; S. R. Thomas, assistant chief engineer, 3397 Clarendon Road, Cleveland Heights, Cleveland.

**Kissel Motor Car Company, Hartford, Wis.** Space 42. At the CONGRESS: G. A. Kissel, president; W. L. Kissel, secretary-treasurer; G. C. Frey, general sales manager, and Gordon Davey, commercial car division, all of Hartford, Wis.

**Lexington Motor Company, Connersville, Ind.** Space 6. At the UNIVERSITY CLUB: William P. Herold, general manager, 804 Guaranty Bldg., Indianapolis; C. H. Beaumont, assistant general manager, 460 West 7th St., Connersville; Herbert L. Clay, sales manager, 1412 Central Ave., Connersville; James Feltz, service manager, 509 Eastern Ave., Connersville; G. C. Patrick, chief engineer, 321 Western Ave., Connersville; Irl Neiderer, purchasing agent, 304 Grand Ave., Connersville.

**Lincoln Motor Company, Detroit, Mich.** Space 45. At the DRAKE: H. J. C. Henderson, sales manager, Detroit; A. S. Hatch, Chicago Lincoln branch.

**Locomobile Company of America, Inc., Bridgeport, Conn., Space 8-9.** At the CONGRESS: George E. Daniels, vice-president and general manager, Glen and Valley Roads, Larchmont, N. Y.; Gaylord A. Hoyt, general sales manager, Stratfield Hotel, Bridgeport; Bruce K. Steele, Chicago branch manager, 2401 S. Michigan Ave., Chicago.

**Marmen, Space 19.** See Nurdyke & Marmen Company, Indianapolis, Ind.

**McFarlan Motor Corporation, Connersville, Ind.** Space 1 and 7. At the LA SALLE: B. M. Barrows, vice-president and treasurer, 8th St. and Summit Ave., Connersville, Ind.; R. E. Belknap, second vice-president, 1311 Central Ave., Connersville; E. T. Barrows, sales manager, Connersville; R. F. Olinger, purchasing agent, Connersville; G. Buxton, distributor, 2538 South Michigan Ave., Chicago.

**Junior Eight, Space 8-9.** See Locomobile Company of America.

**Kissel Motor Car Company, Hartford, Wis.** Space 42. At the CONGRESS: G. A. Kissel, president; W. L. Kissel, secretary-treasurer; G. C. Frey, general sales manager, and Gordon Davey, commercial car division, all of Hartford, Wis.

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**Moon Motor Car Company, St. Louis, Mo.** Space 44. At the PALMER HOUSE: Stewart MacDonald, president, 24 Washington Terrace, St. Louis; F. H. Renkers, sales manager, 618 Claytonia Terrace, St. Louis; W. R. Brashers, assistant sales manager, 522 Waterman Ave., St. Louis; Harry B. Ford, publicity manager,

**Franklin Automobile Company, Syracuse, N. Y.** Space 22. At the DRAKE: Ralph Murphy, works manager; H. H. Goodhart, distribution manager; E. E. Goodhart, sales manager; L. B. Benham, assistant sales manager; A. M. Taylor, advertising manager; F. J. Leyerle, service manager; E. S. Marks, chief engineer; K. C. Haven, custom body; B. H. Gilpin, quality department; H. M. Cotter, H. M. DeWitt, L. Lininger. All of the above are from Syracuse.

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**Jewell, Space 34.** See Paige-Detroit Motor Car Company.

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**Marmen, Space 19.** See Nurdyke & Marmen Company, Indianapolis, Ind.

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**Gardner Motor Company, St. Louis, Mo.** Space 12-13. At the CONGRESS: R. E. Gardner, Jr., president; Fred W. Gardner, vice-president; W. H. Yeldell, secretary and sales manager; L. C. Freeman, assistant general manager; Halsey Dunwoody, assistant to president; I. W. Slevater, assistant sales manager; J. J. Canepa, assistant sales manager; George J. Spinks, manager parts and service; W. W. Tutt, sales manager, central district; Helm Walker, manager Chicago branch; J. E. Mahoney and F. W. McCahill, sales.

tiss, sales promotion manager; R. M. W. Shaw, advertising manager; E. F. Gianni, territory supervisor; L. G. Dodge, manager New York branch.

**Overland, Space 16.** See Willys-Overland Company, Toledo, O.

**Packard Motor Car Company, Detroit, Mich.** Space 28. At the DRAKE: H. H. Hills, vice-president of distribution; R. E. Chamberlain, general sales manager; J. W. Lorange, district manager; F. H. McKinnon, advertising manager; J. A. Gilray, sales education director; H. F. Olmstead, publicity director; R. M. Williams, service engineer; H. N. Davock, technical service manager; T. A. Stalker, supervisor of service districts; J. D. Wilson, accessories manager; J. P. Avery, S. F. Green and R. W. Carson, district managers.

**Paige-Detroit Motor Car Company, Detroit, Mich.** Space 34. At the BLACKSTONE: H. M. Jewett, president; W. A. Wheeler, vice-president; H. Krohn, vice-president, sales division; C. B. Gaunt, sales manager; Andrew Bachle, vice-president engineering division; G. C. Mather, chief engineer; F. W. Henning, director of service; William DeGalan, manager merchandising division service department; F. W. Bowen, manager technical division service department; S. E. Jamieson, general service supervisor; W. D. Elliott, distribution manager; W. K. Towers, advertising manager; C. R. Spencer, district manager; A. W. Gibson, district manager; J. M. Bonbright, district advertising manager; F. A. Hoover and M. R. Jewett, district managers.

**Peerless Motor Car Company, Cleveland, O.** Space 20. At the CONGRESS: Edward Ver Linden, president and general manager; L. R. German, vice-president; Charles A. Tucker, general sales manager; W. Zimmerman, export department; F. A. Trostler, secretary; F. W. Slack, chief engineer; F. A. Van Fleet, advertising manager.

**Pierce-Arrow Motor Car Company, Buffalo, N. Y.** Space 40. At the DRAKE: Myron E. Forbes, president, 76 Solder's Place, Buffalo; L. E. Corcoran, general sales manager, 1600 Delaware Ave., Buffalo; C. L. Sheppy, chief engineer, 41 Cheltenham Drive, Buffalo; T. J. O'Rourke, passenger car sales manager, 452 Potomac Ave., Buffalo; O. E. McCarthy, assistant general sales manager, 2078 Main St., Buffalo; J. F. Guider, works manager, 358 Gundry St., North Tonawanda, N. Y.; S. O. Fellows, treasurer, 1155 Elmwood Ave., Buffalo; W. M. Baldwin, advertising mgr., 115 Fordham Drive, Buffalo; J. R. Taylor, body engineer, 123 West Oakwood Place, Buffalo; J. M. Dundon, assistant works manager, 157 Commonweath Ave., Buffalo.

**Pontiac, Space 4 and 11.** See Oakland Motor Car Company, Pontiac, Mich.

**Reo Motor Car Company, Lansing, Mich.** Space 33. At the CONGRESS: R. E. Oids, chairman board of directors; R. H. Scott, president and general manager; D. E. Bates, secretary and treasurer; G. E. Smith, purchasing manager; H. T. Thomas, vice-president and chief engineer; H. T. Teel, factory superintendent; C. A. Triphagan, sales manager; H. T. DeHart, advertising manager; F. Serraglio, engineer; C. G. MacGoffin, engineer; W. C. Parker, in charge of bus sales; E. G. Foxson, in charge of speed wagon sales; D. C. Streeter, parts manager; E. Finch, manager claims; C. A. Spindler, service manager; L. E. Chapman, credit manager.

**Rickenbacker Motor Company, Detroit, Space 18.** At the BLACKSTONE: B. F. Everitt, president and general manager, 3015 Iroquois Ave., Detroit; H. L. Cunningham, secretary-treasurer, 17421 Hamilton Ave., Detroit; E. V. Rickenbacker, vice-president, 8120 East Jefferson St., Detroit; R. M. Hood, purchasing agent and assistant general manager, 1015 Iroquois Blvd., Detroit; C. M. Tichenor, production manager, 2309 Hazelwood Ave., Detroit; E. LeRoy Pelletier, advertising manager, Detroit; E. R. Evans, chief engineer, 713 Atkinson Ave., Detroit; H. H. Johnston, controller, Detroit; R. T. Hodgkins, general sales manager, 8120 East Jefferson St., Detroit; J. L. Hibbard, assistant sales manager, 1148 3 Mile Drive, Detroit. The following are sales representatives: A. W. Crossen, L. F. Cooper, Walter Bielins, H. C. McKnight, F. N. Morgan, E. M. Lang and H. K. Gandelot.

**Roamer Motor Car Company (Canada), Ltd., Kalamazoo, Mich.** Space 50. At the LA SALLE: W. H. Parks, sales manager, 1 Rosemont Ave., Westmount, Montreal, Quebec; C. Barley, manager, Kalamazoo, Mich.; C. Y. Kenworthy, factory distributor, 2429 South Michigan Ave., Chicago.

**Star, Space 17 and 3.** See Durant Motors, Inc., 1819 Broadway, New York City.

**F. B. Stearns Company, 12435 Euclid Ave., Cleveland, Space 43.** At the CONGRESS: H. J. Leonard, president; Lewis Manley, W. C. Stewart, K. L. Day, and F. T. Larson.

**Studebaker Corporation of America, South Bend, Ind.** Space 37. At the BLACKSTONE: P. G. Hoffman, vice-president; H. S. Vance, sales manager; J. M. Cleary, director of advertising and sales research; M. F. Rigby, advertising manager; D. O. Wilson, service manager; H. S. Welch, assistant manager of export sales; C. H. Wondries, bus sales manager; Paul Castner, K. A. Metzger, B. C. Heim, S. B. Cochran, C. A. Arenschield, F. E. Kennedy, A. B. Connelly, H. A. White, C. T. O'Donnell, C. L. Mason, F. L. Miller, Paul Kumpf, H. E. Dalton, and Dr. C. A. Lippincott.

**Stutz Motor Car Company of America, Inc., Indianapolis, Space 45.** At the BLACKSTONE: F. E. Moskovics, president; E. S. Gorrell, vice-president; Bert Dingley, service manager; R. A. Rawson, L. F. Rogers, Walter Bieling, Douglas Andrews, W. O. Hopkins, N. O. Gilbert, J. E. Shultz, W. O. Arthur, J. R. Jamison, W. H. Klett, S. C. Smith, S. W. McMichael, A. S. Krotz and P. V. Fitzgibbon.

**Velle Motors Corporation, Moline, Ill.** Space 21. At the CONGRESS: E. McEwen, manager; C. W. Hadden, general sales manager; L. F. Murphy, assistant sales manager; C. M. Gustine, service manager; Moline; H. C. Snow, chief engineer; Moline; W. L. Velle, Jr., district representative, Moline; G. C. Morgan, district representative, Paw Paw, Mich.; and A. L. Kinnear, district representative, Moline.

(Continued on Page 10)

## Telephone Numbers

**AUTOMOTIVE DAILY NEWS, 168 North Michigan Ave., Central 9336.**  
**ALLEN AND BROS., 542 Rush St., Superior 5541.**  
**ALLERTON CLUB, 701 N. Michigan Blvd., Superior 4200.**  
**BLACKSTONE, So. Michigan Blvd. and E. 7th St., Harrison 4300.**  
**BREVORT, 120 W. Madison St., Franklin 2362.**

**CHICAGO BEACH, 1600 Hyde Park Blvd., Hyde Park 4000.**  
**COLISEUM, 1513 So. Wabash Ave., Calumet 8666.**  
**CONGRESS, So. Michigan Blvd. and E. Congress St., Harrison 3400.**  
**DRAKE, Lake Shore Drive and No. Michigan Blvd., Superior 2200.**  
**ELKS CLUB, 174 W. Washington St., Main 4483.**

**FORD DEARBORN, 125 W. Van Buren St., Wabash 5700.**  
**GREAT NORTHERN, W. Jackson Blvd. and So. Dearborn St., Harrison 7900.**

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**Jordan Motor Car Company, Inc., Cleveland, Space 51.** At the UNIVERSITY CLUB: S. Jordan, president, 14923 Grandview Terrace, Cleveland; W. B. Riley, sales manager, 26 Villa Beach, Cleveland; Paul Zens, secretary, 2891 Paxton Road, Shaker Heights, O.; R. S. Edgus, chief engineer, 2878 Brighton Road, Cleveland; J. F. Smith, sales department, 3990 Woodbury Road, Shaker Heights, O.; J. Kelly, factory manager, 2134 Abbott Road, Cleveland; S. R. Thomas, assistant



# "New Day" Car Draws Crowds to Jewett Booth

## Compact Steel Bodies Are Feature—New Paige

CHICAGO, Jan. 30.—Much newness awaits inspection at the booth in which Paige-Jewett holds forth. Both the New Day Jewett and the latest Paige six are represented by several interesting models.

The advent of new Jewett was proclaimed by extensive advertising announcements of the coming of a New Day car which was to embody advanced principles of construction. When the New Day car was identified as the Jewett, and disclosed to the public at the New York show, anticipation to view this product brought eager crowds to the booth. This interest was repeated here in the Coliseum.

Perhaps the outstanding feature of the new Day Jewett is the adoption of steel bodies for the closed models. These bodies, with their narrow posts, permit greatly improved vision, and so increase the factor of safety.

The car is designed with the conscious aim to give compactness in over-all dimensions and, at the same time, plenty of room inside. Easier maneuvering in traffic, shorter turning radius and ability to park in a limited space are the advantages accruing from this compactness.

Other factors which tend to make the new Day Jewett a fine performer in city traffic are quick accelerating and decelerating ability, high power, to insure flexibility with minimum gear shifting, and ease of steering. All these things give it ultra-modern characteristics and make it capable of coping with present traffic conditions in the most efficient manner.

Three models are mounted on the new Day chassis, a touring, standard sedan and sedan de luxe. Both the latter are two-door types, and are finished in two-tone lacquer, Killarney gray. A double belt molding runs around the bodies, with the lower bead extending the full length of the car. Both front and rear seats are set low to give maximum leg room with tonneau space to spare for luggage. The control levers are set well forward, giving a clear floor in the front compartment.

Among the engine's most striking features are the advanced manifold system; the great depth of the water jacket, which extends clear to the crankcase; a new method of mounting the water pump; and a distinctive type of engine mounting.

Force feed lubrication is used with pressure provided by a gear type oil pump. All electrical equipment is mounted on the right-hand side of the engine and the oil filler tube is placed at the rear. Exhaust gases are conducted towards the front of the car, then down to the exhaust

pipe to keep heat away from the driving compartment.

The carburetor butterfly valve is mounted with its axis running fore and aft to prevent its splitting the stream of fuel between the two sets of cylinders. Front-end drive is by silent chain. The rear cross member of the frame is a wide plate of heavy steel which covers the gas tank top and rear.

The rear support of the motor consists of a steel channel cross member shaped to dip under the flywheel housing. The rear axle reveals a straddle mounting of the drive pinion. That is, the pinion, instead of being at the extremity of the shaft, is mounted between ball-bearings, providing utmost rigidity and silence.

The new Paige drops down from its former price class to the \$1,500-\$2,000 level. The complete line consists of these models: Five-passenger sedan, the lowest priced model, listing at \$1,495; five-passenger sedan de luxe, seven-passenger sedan, touring and limousine.

As in the new Day Jewett, the Paige closed models are fitted with all-steel bodies with their greater vision possibilities. Standard colors are two-tone lacquer combinations: Hydraulic four wheel brakes are regular equipment.

The engine, with a 3 1/4-inch bore and a 5 inch stroke develops sixty-three horsepower at 2,800 r. p. m. While following, in general, Paige design of the past, it has been refined in several particulars. Pressure feed lubrication has been extended to the wrist pins, the connecting rod having been bored to conduct the oil from the crank pins to the small end bearing. Front end drive is by silent chain, with automatic adjustment to compensate for stretch and wear. An air cleaner is now mounted directly off the carburetor.

Wheelbase of 125 inches insures easy riding, while not being too long to interfere seriously with quick maneuvering in traffic. Wheels are shod with 32 by 6 balloons.

Equipment is unusually com-

## N. J. HOLDS HEARINGS ON INSURANCE LAWS

Trenton, N. J., Jan. 30.—Two public hearings will conclude the deliberations of the legislative committee appointed at the last session to study compulsory automobile insurance. The committee will then prepare its report to the present Legislature. Assemblyman Harry G. Hershfield of Passaic is chairman of the committee and Commissioner William L. Dill of the Motor Vehicle Department secretary. One hearing will be held at Newark and the other at Camden.

plete, including electrically operated clock, gasoline gauge on the dash, coincidental steering and ignition lock, shock absorbers, automatic windshield wiper, rear-view mirror and stop light. De luxe models, in addition, have front bumpers and quarter rear bumpers. Both standard and de luxe five-passenger sedans carry steel trunks lacquered in the same colors as the bodies.

## Protest Present License System

Huntington, W. Va., Jan. 30.—Protests against the system of issuing automobile licenses in West Virginia, which have been frequent in past years, have become more insistent this year with the enforcement of the recently enacted state law requiring applicants to submit certificates of title to their machines before licenses are granted.

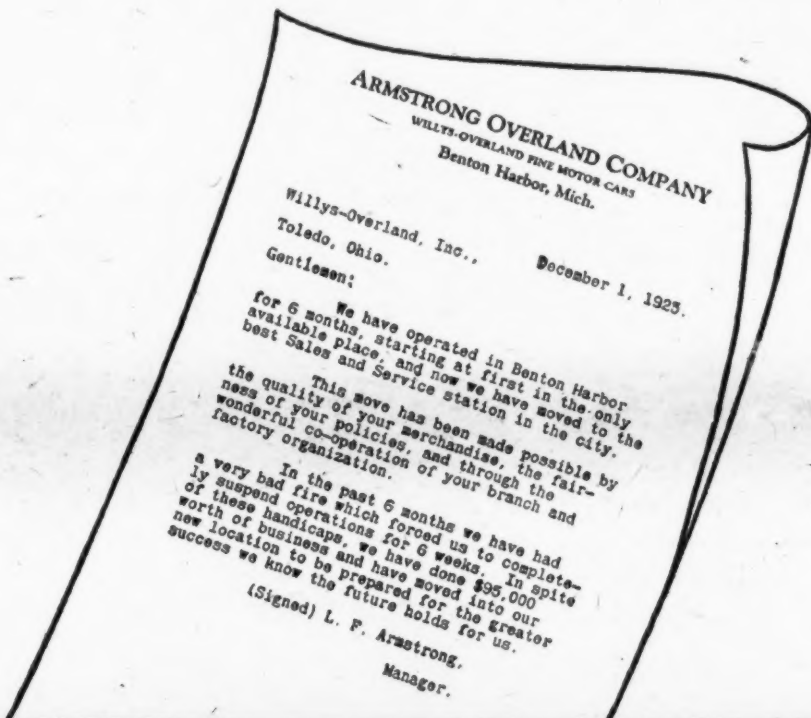
The protest has taken definite form here by appointment by the Huntington Automobile Club of a delegation to confer with Gov. Howard M. Gore on the situation. The delegation will be composed of John W. Chaffee, president of the club; John E. Norvell, president of the Chamber of Commerce, and John W. Ensign, general manager of the Huntington plant of the American Car and Foundry Company.

The party will protest particularly against fines being imposed by state officers on motorists who applied for their licenses before the first of the year but who have

## MONTANA AUTO ASSN. TO LAUNCH GAS TAX CAMPAIGN

Helena, Mont., Jan. 30.—Formal launching of a campaign to initiate a 3-cent gasoline tax measure, the entire proceeds of which are to go to the highway fund for the construction and maintenance of federal aid highways, was accomplished here recently when the committee of eleven of the good roads convention consolidated its activities with those of the Montana Automobile Association and agreed upon the thirteen members of the board of directors of the automobile association. The latter organization will have entire charge of the campaign for the initiation of the measure. Addison K. Lusk is secretary of the organization.

not yet received their tags, will ask that the fines be remitted, and request a definite and permanent arrangement whereby motorists who applied for their licenses before January 1 may drive without molestation.



In 20 weeks, Benton Harbor, (Mich.) with less than 2500 homes, buys \$95,000 worth of Overland and Willys-Knight motor cars. Which only goes to show what quality merchandise can do, in a limited field, with a fair dealer policy and willing factory co-operation back of it.

# WILLYS-OVERLAND

## fine motor cars

Willys-Overland, Inc., Toledo, Ohio

Willys-Overland Sales Co., Ltd., Toronto, Canada

## BONNEY \*“CV” Chrome Vanadium WRENCHES



More than twice as strong as ordinary wrenches.  
Thin, pear-shaped jaws for close corners.  
Light and easy to handle.  
Nickel-plated finish.

NO. 1 SAMPLE KIT (as illustrated)  
**\$2.50**

Three Bonney "CV" Chrome Vanadium double end Engineer's Wrenches for the six most popular SAE bolts (3-16", 1/2", 5-16", 3/8", 1/2", 9-16") in a leatherette kit. The price, \$2.50, is less than the regular price of three wrenches if purchased individually, no charge being made for the leatherette kit.

This sample kit is offered at this price because we know that after you have used a few Bonney Chrome Vanadium Wrenches nothing else will satisfy you.

You can obtain them from your Dealer or Jobber.

BONNEY FORGE & TOOL WORKS  
ALLENTOWN, PA.

Every one of these Bonney "CV" Engineer Wrenches is guaranteed to strip the thread of any U. S. S. or S. A. E. nut or break the bolt before the jaws will spread.



# Men You Will Meet at the 26th Annual Show

(Continued from Page 8)

**Wills Sainte-Claire, Inc.,** Marysville, Mich. Space 14-15. At the **BLACKSTONE**: Room 1. C. Harold Wills, president; A. H. Moorman, vice-president; Chas. F. Boos, factory sales manager; Marion T. Powers, sales representative; John Beebe, chief engineer; Amos E. Northrup, body designer; Russell A. Bush, purchasing agent. All the above are from Marysville. W. J. Parrish, general sales manager, 500 East Jefferson Ave., Detroit; George C. Sheffield, director of exhibits, 500 East Jefferson Ave., Detroit; John H. Caron, advertising manager, 500 East Jefferson Ave., Detroit.

**Wills-Overland Company,** Toledo, O. Space 16. (Wills-Knight.) At the **DRAKE**: John N. Wills, president; L. A. Miller, vice-president; H. J. Leonard, vice-president; H. J. Gerkins, treasurer; A. B. Quail, secretary; J. A. Sheldon, works manager; L. G. Peed, sales manager; and O. P. Kilbourn, assistant sales manager of Toledo.

## Accessory Manufacturers

**AUTOMOTIVE DAILY NEWS,** 25 City Hall Place and 1926 Broadway, N. Y. C. North Gallery 56. At the **PALMER HOUSE**: O. J. Elder, president, 1926 Broadway; Harry A. Tarrant, advertising manager, 1926 Broadway; Alexander Johnston, editor; Don Wallace Robinson, managing editor; Walter Hoynton, editor of the Detroit bureau; Geo. M. Slocum, manager Detroit bureau; C. H. Shattuck, Western manager; Mets B. Hayes, New England manager; Edwin T. Burke, New York State representative; Philip P. Rust, Pennsylvania representative; Ray Miller Detroit representative; Willard Cotton, Western representative; Chicago office, Macfadden Publications, 168 North Michigan Avenue; telephone Central 5936.

**AC Spark Plug Company,** Flint, Mich. South Second 161-173. At the **CONGRESS**: Albert Champion, president; W. S. Isherwood, sales manager; Jack Gray, sales engineer; E. A. Erickson, sales engineer; Prosper Champion, sales engineer; E. McGinnis, advertising manager.

**Alax Wrench Corp.,** Elizabeth, N. J. North Gallery 17.

**Alert Alarm Company,** 609 N. LaSalle St., Chicago. North Gallery, 12. A. L. Sohm, president; N. L. Richards, superintendent; J. J. Schulz, salesman, 7714 Sheridan Road, Chicago.

**American Chain Company, Bridgeport, Conn.** Gallery 119-121. At the **BLACKSTONE**: W. T. Morris, vice-president and general manager; A. D. Williams, factory representative; D. R. Swinton, salesman; F. E. Sparks, Chicago district manager; C. H. Marshall, G. B. Kutz and J. N. Lee, salesmen, 208 South LaSalle St., Chicago.

**Anti-Stall, Inc.,** 100 East 42d St., New York city. North Gallery 57. At the **SHERMAN**: F. S. Jarvis, service engineer; J. C. McDonough, sales; W. F. Carey, general sales manager; F. W. Maby, chief engineer.

**Atlantic Yellowstone Pacific Hwy., Sioux Falls, S. D.** So. Second 262. Charles McCaffrey, secretary.

**Automobile Digest,** 22 East 12th St., Cincinnati. O. No. Gallery 49 and So. Second 216-217.

**Automobile Equipment Manufacturing Corporation,** 1908 Indiana Ave., Chicago. So. Second 193-200. F. D. Cerr, president; Stutz Chicago factory branch; J. W. Suporter, general manager; C. W. Miller, general sales manager; L. L. Machine, southern district sales manager; M. M. Moeada, eastern district sales manager; H. E. Boyer, western district sales manager; P. Flower, engineering staff.

**Automotive Devices, Inc.,** 119 Sussex Ave., Newark, N. J. Gallery 17. Fred J. Miles, president; Don C. Thompson, secretary; Gilbert Bigras, attendant, 456 South 12th St., Newark; William H. Downes, attendant, 142 Clinton Ave., Newark; Emil Schauble, local distributor, 510 West 53d St., New York city; W. J. Campbell, 510 West 53d St., New York city.

**Auto Tip-It Rack Company,** Jackson Building, Birmingham, Ala. So. Second 233-239. William M. Chapman.

**Basick Company, Bridgeport, Conn.** So. Second 191-192. F. B. Bader, F. E. Greene and J. W. Storrs, Headquarters at 616 South Michigan Ave.

**Basick Manufacturing Company,** 2638 North Crawford Ave., Chicago. So. Second 218-225. J. E. Otis, Jr., vice-president; F. A. Hitter, sales manager; Paul D. Wilson. At the **CONGRESS**: A. F. Ensel, F. J. Lane, A. W. Reader.

**Bendix Brake Company,** 401 Bendix Drive, South Bend, Ind. Gallery 130-131. At the **CONGRESS**: V. Bendix, president and general manager; W. J. Buettner, secretary-treasurer; D. K. Moore, director of sales; D. L. Gallup, vice-president; A. Y. Dodge, chief engineer; E. G. McDonald, assistant chief engineer; J. R. Cautley, sales engineer; R. S. Sanford, engineer truck and bus department; H. L. Shorlock, sales promotion and advertising.

**Beneke Manufacturing Company,** 21st and Rockwell Streets, Chicago. Gallery 134. At the **BLACKSTONE**: Henry Beneke, president; E. H. Shepard, sales manager; Detroit; H. E. Bartol, sales, Chicago; O. K. Wight, sales, Chicago.

**Biflex Corporation, Wankegan, Ill.** Gallery 132. W. G. Panconist, president, 637 Hill Road, Winnetka, Ill.; M. B. Ericson, secretary-treasurer, 210 Davis St., Evanston, Ill.; W. E. Ericson, sales manager, 506 North Sheridan Road, Highland Park, Ill.; J. E. Redman, assistant sales manager, 1309 Chestnut St., Wilmette, Ill.; F. W. Adams, special factory representative, 5531 Woodward Ave., Detroit; G. W. Gaidzik, special factory representative, 506 Bell Ave., Highland Park, Ill.; A. J. Grimm, factory manager, L. P. Halladay Co., Decatur, Ill.; R. J. Leary, manager Chicago branch, 2334 South Michigan Ave., Chicago.

**Bijur Lubricating Corporation,** 250 West 54th St., New York city. No. Gallery 30. At the **LA SALLE**: Fred E. Booth, engineer; William H. Higham, engineer; Foster E. Sturtevant, engineer; Thomas R. Thomas, engineer.

**Bonney Forge & Tool Works, Allentown, Pa.** Fred S. Durban, vice-president and treasurer; A. J. Male, secretary.

**Borg & Beck Company,** 6558 So. Menard Ave., Chicago. Gallery 147.

**Robert Bosch Magneto Co., Inc.,** 123 West 64th St., New York city. Gallery 140. A. J. Poole, manager manufacturers' sales, 4 Woodview Road, Hempstead, L. I., N. Y.; L. C. Carlton, manager Chicago branch, 5423 Ingleside Ave., Chicago; W. L. Fetherston, manager trade

sales, 663 Hancock St., Brooklyn; P. O. Miller, assistant manager Chicago branch; N. L. Tooker, sales department, 2710 Cherry St., Kansas City, Mo.; C. Behn, Jr., sales department.

**Boyle Valve Company,** 5821 South Ada St., Chicago. No. Gallery 5. J. J. Boyle, president; E. Von Hambach, director sales and engineer; W. S. Goodell, general manager.

**Brown Spring Oiler Company,** 6911 Carnegie Ave., Cleveland. No. Gallery 31. W. H. Brown, manager, Union League Club, Cleveland.

**Budd Wheel Company,** 224 and Lehigh Avenues, Philadelphia. Gallery 150. At the **DRAKE**: Edward G. Budd, president; Hugh L. Adams, vice-president; Donald Alexander, D. I. Cooke, W. J. Muller. At the **SHERMAN**: H. H. Johnson, E. S. Ingham and E. G. Weymouth.

**Bunting Brass and Bronze Company,** 715 Spencer St., Toledo. Gallery 92. At the **CONGRESS**: F. James, L. M. Firth and F. G. Rodenbeck.

**Bureau of Public Roads,** Washington, D. C. So. Second 249 to 255.

**Frank A. Busse Sales Company,** Bush Terminal Building, No. 6, Brooklyn, N. Y. No. Gallery 20. At the **LEXINGTON**: Allen J. Frick and Paul H. Frick, representatives.

**Byrne, Kingston & Co., Kokomo, Ind.** Gallery 89.

**Carr Fastener Company,** 31 Ames St., Cambridge, Mass. So. Second 152-153. At the **MORRISON**: P. K. Niven, sales promotion, and A. W. Smith, salesman, 31 Ames St., Cambridge, Mass.; A. Toelle, R. F. Walters and F. L. Patterson, salesmen, 40 Selden Ave., Detroit; A. H. Taylor, Chicago distributor, and R. C. Smith, salesman, 28 N. Clinton St., Chicago.

**George R. Carter Company, Connerville, Ind.** No. Second 73-74. At the **LA SALLE**: T. L. Tinsley, western representative, 1650 Sherwin Ave., Chicago; W. D. Stout, special factory representative, 40 Linden Ave., Newark, O.; R. G. Chazy, Michigan representative, 3-151 General Motors Building, Detroit; H. A. Carter, sales manager, 1848 Indiana Ave., Connerville, Ind.; J. R. Carter, secretary, J. D. Bolender, treasurer and general manager, 903 Lincoln Ave., Connerville, Ind.

**C. G. Spring and Bumper Company,** 2642 East Grand Boulevard, Detroit. Gallery 81-82. Christian Girl, president; Charles Getler, vice-president, and F. A. Cornell, vice-president, of Detroit.

**Champion Pneumatic Machinery Company,** 1161 South Chicago Ave., Chicago. Gallery 78-79. At the **MORRISON**: N. Christensen, Hamilton Club, Chicago; E. W. Ehrenborg, 4526 Drexel Blvd., Chicago; L. P. Bunesco, 4853 Bertard Ave., Chicago; and H. H. Rayfield, 7800 Ridgeland Ave., Chicago; Elbert Wertz, salesman.

**Chassis Lubricating Company, Rahway, N. J.** At the **BLACKSTONE**: Allen F. Myers, vice-president, New York city; Cornelius T. Myers, general manager, Rahway; Frank T. Zollinger, assistant general manager, Rahway; L. Gasaway, assistant secretary, Rahway; William N. Hal-langer, sales department; Henry Meyerhoff, service department.

**Chilton Class Journal Company,** 56th and Chestnut Sts., Philadelphia. No. Gall. 34-35.

**Clark Equipment Company, Buchanan, Mich.** At the **BLACKSTONE**: E. B. Ross, vice-president; E. C. McLeod, chief engineer; C. A. Kiefer, sales engineer; Ezra W. Clark.

**Cleveland Hardware Company,** 4518 Lakeside Ave., Cleveland. No. Gallery 48. At the **LA SALLE**: A. A. Gay, general manager of sales; A. O. Allan, assistant manager of sales; T. J. Baker, mechanical expert; C. E. Andrews, western representative.

**Cleveland Worm and Gear Company,** 3249 East 80th St., Cleveland. So. Second 214-215. Howard Dingle, vice-president and general manager, Cleveland; and Edward E. Busby, representative, Detroit.

**Connecticut Automotive Specialties Company, Inc., Railroad and Hancock Aves., Bridgeport, Conn.** Gallery 77. At the **BLACKSTONE**: Joseph H. Cohen, president, 357 West Morgan Ave., Bridgeport; Albert F. Anderson, vice-president, Stratfield Hotel Annex, Bridgeport.

**Continental Company, Arcue Building, Springfield, O.** No. Gallery 4. At the **LA SALLE**: L. D. Kent, sales manager, automotive division; G. B. McDermott, factory representative; K. A. Heinzen, sales promotion manager; H. D. White, vice-president and general manager.

**Continental Motors Corporation,** 12801 Jefferson Ave., E. Detroit. Gallery 145-146. At the **BLACKSTONE**: R. W. Judson, president; W. R. Angell, vice-president; W. A. Frederick, vice-president; L. P. Kahl, assistant chief engineer; D. A. Andrews, service manager; C. D. McKim, sales manager; H. D. Kline, advertising manager; H. L. Cousins, sales department; F. T. Gould, sales department; O. R. Baird, sales department; C. P. Russell, sales department; D. C. Evans, sales department.

**Cox Corporation, Wilkes-Barre, Pa.** So. Second 158. At the **CONGRESS**: W. M. Cox, president; J. J. Maschuk, vice-president and general manager; F. W. Lang, E. V. Clarke.

**Craveroller Company of America,** 4523 Tacony St., Philadelphia. Gallery 151. At the **CONGRESS**: Capt. D. Riley, Jr., general manager, 34th and Powtson Aves., Phila.

**Cuno Engineering Corporation, Meriden, Conn.** Gallery 106. At the **MORRISON**: I. I. Hance, sales manager; S. A. Cook, sales, Chicago.

**Dayton Steel Foundry Company, Miami Chappel Road and B. O. R. E., Dayton, O.** Gallery 148. At the **CONGRESS**: George Walther, president, 100 Arthur Ave. and Nicholas Road, Dayton; C. F. Baker, sales engineer, 327 North Euclid Ave., Dayton.

**Duckworth Chain and Manufacturing Company,** 41 Mill St., Springfield, Mass. No. Gallery 64. **CONGRESS**: George D. Gilbert, sales manager; J. F. McCann, chief engineer; J. I. Brandenburg, head of New York office; C. G. Brandenburg, head of Chicago office; J. B. Eccleston, head of Detroit office; Geo. H. Koons, Chicago; H. V. Johansen, Detroit.

**Duco Corporation of Chicago,** 2558 So. Park Way, Chicago. So. Second 210-211. J. F. Murray and A. K. Kearns, 2100 Elston Ave.; Geo. W. Sheppard, Robert H. Sage, A. K. Sheppard and Edward A. Schmitt, 2558 South Park Way, Chicago.

**Dunhameter Corporation,** 230 East Ohio St., Chicago. No. Gallery 71. James L. McCue, sales manager.

**Dunlop Tire and Rubber Co., Buffalo, L. F.** Desmond, divisional sales manager, 3711 South Ashtland Ave.

**Eagle-Ottawa Leather Company, Grand Haven, Mich.** Gallery 95. William Hatton, president; Julian H. Hatton, sales, Grand Haven, Mich.; J. C. Hempel, sales, 226 West Lake St., Chicago; G. T. Leavitt, secretary and treasurer, 226 West Lake St., Chicago.

**Eberhard Manufacturing Company,** 2734 Tennyson Road, Cleveland. Gallery 91. At the **LA SALLE**: Arthur L. Wheeler, second vice-president, 2734 Tennyson Road, Cleveland; Robert H. McGrath, sales, 2734 Tennyson Road, Cleveland; Carl E. Schiele, sales, 2734 Tennyson Road, Cleveland; Porter E. Stone, sales, 5544 Stony Island Ave., Chicago; D. J. Mahoney, sales, 149 Chatham Ave., Buffalo; H. H. Nelson, sales, 3450 Whittfield Ave., Cincinnati; W. W. Cray, sales, 1337 Thatcher Drive, Toledo; William Bauer, sales, 2734 Tennyson Road, Cleveland; Charles A. Hennicke, sales, 68 Chatham Ave., Buffalo, N. Y.; C. R. Hennicke, experimental, and John E. Morrison, factory representatives, 2734 Tennyson Road, Cleveland.

**Elipase Machine Company,** 18th St., Elmira, N. Y. Gallery 142. At the **BLACKSTONE**: E. J. Dunn, president; J. C. Ferguson, vice-president and general manager; William M. McGrath, secretary and chief engineer; M. P. Ferguson, engineer; D. P. Kearney, engineer; M. P. Whitney, engineer; H. C. Bush, sales manager; R. W. Keeley, Detroit representative; R. K. Lansing, engineer, Hoboken, N. J.; Charles Marcus, manager, Hoboken, N. J.

**ezZee Manufacturing Company,** 1111 South Broad St., Philadelphia. G. W. Benton, 3201 Normal Ave., Chicago.

**Electric Machine Corporation,** 529 North Capitol St., Indianapolis. At the **CONGRESS**: R. E. Catlingham, general manager, At the **BLACKSTONE**: J. C. Schof, Jr., president.

**Federal Motor Truck Company, Detroit, M.** L. Pulcher, president; F. L. Pierce, F. P. Soper, R. H. Crooker, S. Fitzpatrick, E. F. Drew, D. E. Brackett, H. O. Roosen, R. F. Townsend and W. B. Rayburn.

**Federal Pressed Steel Company,** 50 Keefe Ave., Milwaukee. Gallery 95-99. At the **BLACKSTONE**: J. G. Cowling, vice-president and sales manager, 50 Keefe Ave., Milwaukee; F. C. Burnett, jobbing division manager, 360 North Michigan Ave., Chicago; F. Hansen, general manager, 50 Keefe Ave., Milwaukee.

**Fitzgerald Manufacturing Company, Torrington, Conn.** No. Gallery 43. At the **BLACKSTONE**: E. G. Peck, sales manager, Torrington, Conn. At the **MORRISON**: R. R. Romberous, 801 Armour Blvd., Kansas City, Mo.; H. C. Thanases, sales, 15 East 19th St., Chicago.

**Felberth, Inc., 7914 Lake Ave., Cleveland, Ohio.** At the **CONGRESS**: Carl J. DeWitt, secretary and sales manager, Cleveland; F. W. Kellogg, J. W. Nock, R. deTamble, W. J. Flaherty, E. J. Grinwald, Alan F. Cannon, C. 2019 Michigan Ave., Chicago; L. C. Ward, Newark, N. J.; W. E. McDonough.

**Friend Manufacturing Company, Gasport, N. Y.** No. Gallery 28. John C. Hull, sales manager; Edward J. Fritton, general manager.

**Gabriel Souther Manufacturing Company,** 1407 East 40th St., Cleveland. Gallery 125. At the **BLACKSTONE**: George H. Ralls, sales manager, 1452 East 134th St., Cleveland.

**Genco Manufacturing Company,** 742 South Pierce St., Milwaukee. Gallery 46. At the **PALMER HOUSE**: G. F. Disher, president; E. A. Haertlein, sales manager; A. B. Roetzer, advertising manager; A. G. Heinemann, factory superintendent, and the following representatives: G. W. Cadle, M. S. Goodman, G. L. Holt, T. E. Hafer, M. A. Gordy, Norman Cowan, J. H. Weatherly, V. Van Nattan and A. S. Cappellet.

**Gemmer Manufacturing Company,** 2435 Merick Ave., Detroit. Gallery 138. At the **DRAKE**: G. E. W. Grier, vice-president and sales manager, 18914 Parkside Ave., Detroit; Frank Phillips, service manager, 20 Puritan Ave., Detroit; J. P. Moran, vice-president in charge of production.

**General Electric Company, Schenectady, N. Y.** Gallery 136. At the **GRAT NORTHERN**: C. T. McLoughlin, B. C. Bowe, K. A. Nelson and G. B. Cose.

**Gits Bros., Manufacturing Co., 1940 So. Klbourne St., Chicago.** No. Gallery 47.

**Gumsham Auto Products Co., 656 Muskegon Ave., Milwaukee.** So. Second 230-232.

**L. P. Halladay Company, Decatur, Ill.** Gallery 133. At the **BLACKSTONE**: W. G. Pando, president, 637 Hill Road Winnetka, Ill.; M. B. Ericson, secretary-treasurer, 210 Davis St., Evanston, Ill.; W. E. Ericson, vice-president and general sales manager, 506 North Sheridan Road, Highland Park, Ill.; A. J. Grimm, vice-president Decatur, Ill.; W. C. Scott, salesman, 169 Rawson Road, Brookline, Mass.; C. J. Colling, salesman, 1775 East 89th St., Cleveland; F. W. Adams, salesman, 1213 South Washington Ave., Royal Oak, Mich.; G. W. Gaidzik, 200 Belle Ave., Highland Park, Ill.; and Q. V. Ericson, 1210 Hickory St., Waukegan, Ill.; T. J. Leary, manager Chicago branch, 2334 South Michigan Ave., Chicago.

**Hampden Auto Top and Metal Company,** 31 Winter St., Springfield, Mass. No. Gallery 21-22. At the **PALMER HOUSE**: L. Laven, general manager, 67 Horace St., Springfield; J. E. Northway, assistant to general manager, 108 Alderman St., Springfield; N. Warren, service manager, 18 Hancock St., Springfield.

**Hannum Manufacturing Company, Milwaukee.** So. Second 201-202.

**Hardie Manufacturing Company, Hudson, Mich.** So. Second 205-207. At the **PALMER HOUSE**: J. R. Tranter, At the **DRAKE**: E. M. Asch. At the **BREVORT**: F. B. Stillson.

**Edward V. Hartford, Inc., West Side Ave., Jersey City, N. J.** Gallery 93. At the **SHERMAN**: William Felderman, sales, 1417 Albion Ave., Chicago; P. W. Wilson, 104 West 2d St., Anderson, Ind.; R. P. Sanborn, sales manager, 80 Osborne St., Glen Ridge, N. J.; R. W. Ackley, sales, 9 Webster Place, East Orange, N. J.

**Robert H. Hassler, Inc., 1535 Naomi St., Indianapolis.** So. Second 153. At the **CONGRESS**: Room D-1. J. A. Little, vice-president; A. P. Holt, secretary-treasurer; E. H. Phillips, factory manager; Guy Lemmon, sales manager; J. H. Barnett, advertising manager; R. F. Buck-geor, W. Sheppard, Robert H. Sage, A. K. Sheppard and Edward A. Schmitt, 2558 South Park Way, Chicago.

umbus, O.; C. B. Rader, Denver, and A. L. Arnott, San Francisco, Cal.

**Hayes Pump and Planter Company, Galva, Ill.** No. Gallery 54. At the **CONGRESS**: R. W. E. Hayes, vice-president, Galva, Ill.; William D. Schulte, representative, 226 East 55th St., Chicago; William G. Nielsen, representative, 4715 Dover St., Chicago; Roy F. Webster, 4715 Dover St., Chicago.

**Hayes Wheel Company, Jackson, Mich.** At the **CONGRESS**: C. B. Hayes, president; Mark Merriman, vice-president; M. S. P. Williams, Jr., sales manager; J. M. Kerry, assistant sales manager; Stanley Porter, sales; E. H. Jacobi, supervisor of engineering; Frank L. Jeune, chief engineer; Carl Rappleye, service manager; Walter Ziesegheim, service and sales.

**Hercules Motors Corporation, Canton, O.** So. Second 159. At the **BLACKSTONE**: Charles Balough, vice-president; D. W. Latta, sales manager; J. A. Kraus, sales engineer.

**Hewitt Rubber Co., 240 Kensington Ave., Buffalo, N. Y.** John Kelly, president; Frank Springer, vice-president; W. A. Clare, advertising manager.

**Hinkley Motors Corporation, P. O. Box 839, Detroit.** Gallery 102. At the **MORRISON**: B. V. Unwin, sales manager, 6144 7th St., Detroit; A. V. Jackson, sales engineer, 5130 Dorchester Ave., Chicago.

**Ernest Holmes Company, 700 East Main St., Chattanooga, Tenn.** So. Second 226-228. At the **ALEXANDRIA**: E. W. Holmes, president, Cameron Hill, Chattanooga, Tenn.; G. M. Holmes, sales manager, 2006 Anderson Ave., Chattanooga, Tenn.; C. C. Shackelford, Middle West representative, and W. B. Moorehead, Chicago, Ill.

**Holstein Mfg Co., Richland, Lebanon County, Penn.** So. Second 243-4.

**Carl H. Hoyer Company, 326 W. Madison St., Chicago.** Gallery 105.

**Houde Engineering Corporation, 177 Winchester Ave., Buffalo.** Gallery 128. At the **CONGRESS**: A. B. Shultz, president, 77 Admiral Road, Buffalo; W. A. Clare, general sales manager, 333 Elmwood Ave., Buffalo; F. A. Wickham, sales, 5 St. Margaret's Court, Buffalo; John C. Kelly, district manager, 7726 Champlain Ave., Chicago.

**Illinois Iron & Bolt Company, Carpentersville, Ill.** No. Gallery 3. Elmer Ryder, engineer; J. C. Nichols, engineer. The following salesmen of 616 South Michigan Ave., Chicago: G. Cochrane, D. J. McCarthy and Irving M. Coch-rane.

**Illinois Society of Optometrists and Chicago Optometric Society,** 29 East Madison St., Chicago. No. Gallery 52. Dr. H. E. Fine, president, Chicago Optometric Society, 29 East Madison St.; Dr. E. H. Tava, president Illinois Society of Optometrists, 3508 Fullerton Ave., Chicago; Dr. George Rose, secretary Chicago Optometric Society, 1928 West Madison St., Chicago; Dr. H. C. Paul, president Illinois State Board of Examiners, 31 North State St., Chicago; Dr. R. J. Vallier, secretary Beta Sigma Kappa Fraternity, 77 West Washington St., Chicago; Dr. Carl Shepard, professor Northern Illinois College, Chicago.

**Imperial Brass Manufacturing Company,** 1200 West Harrison St., Chicago. Gallery 111. W. A. Leonard, vice-president; W. S. Noyes, vice-president; Wallace Burnett, oxy-acetylene division; C. H. Benson, automotive division.

**Indestructo Bumper Corp., 4515 No. Clark St., Chicago.** No. Gallery 51.

**Irrving Engineering Sales Company,** 74 Jewett Ave., Buffalo, N. Y. Gallery 63. At the **CONGRESS**: E. F. McDonald, president, 74 Jewett Ave., Buffalo; S. G. Davis, sales, Loganport, Ind.; E. F. Groves, sales, 2232 Fullerton St., Detroit.

**Paul Jones, Anthony Hotel, Fort Wayne, Ind.** Gallery 112.

**Juhasz Carburetor Corporation,** 244 West 49th St., New York city. John Juhasz, president; S. Juhasz, sales manager.

**Kehawke Manufacturing Company,** 419 South 6th St., Minneapolis, Minn. No. Gallery 8-9. At the **LEXINGTON**: F. J. Kerner, Paul E. Hawkins.

**Kellogg Manufacturing Company, Rochester, N. Y.** At the **BLACKSTONE**: J. F. Weller, J. D. Boucher, Charles S. Monson, John R. Ide and John Painter.

**King Sealer Corp., Ann Arbor, Mich.** So. Second 154.

**Kokomo Electric Company, Kokomo, Ind.** Gallery 88. J. P. Grace, W. E. Kemp, 245 West 55th St., and Moore Kelly, 615 West 55th St., New York city.

**Laminated Shim Co., Inc., 200 14th St., Long Island City.** At the **BLACKSTONE**: R. S. Repligie, Midwest representative; C. S. Monson, J. G. Painter and J. R. Ide, 2013 Dime Bank Bldg., Detroit.

**Lipman Pump Works,** 2320 11th St., Rockford, Ill. Gallery 104. At the **PALMER HOUSE**: E. F. Reber, secretary and general manager; E. L. Hall, sales engineer; J. H. Tritts, sales engineer.

**Lisle Manufacturing Company, Clarinda, Ia.** South Second, 229. At the **MORRISON**: John Grove, sales, St. Joseph, Mo.; Edward J. Lisle, president, Clarinda, Ia.; L. Somerville, salesman, Minneapolis.

**Lorraine Corporation,** 341 East Ohio St., Chicago. South Second, 36-37. Clifford Sklarek, vice-president, 4508 Clarendon Ave., Chicago; Lee Hammond, secretary-treasurer, 1040 Balmoral Ave., Chicago.

**Lovely Manufacturing Company,** 39 Brighton Ave., Boston, Mass. Gallery 96. At the **DRAKE**: George A. Crittenden, general sales manager, 382 Common St., Belmont, Mass.; John J. Kiley, district manager, 71 Cleveland St., Arlington, Mass.; R. Hoeg, 677 Washington St., Brookline, Mass.; Arthur R. Thompson, district representative, 429 Stolph Ave., Syracuse, N. Y.; F. P. Herman, 12-254 General Motors Bldg., Detroit.

**Maestic Sales Agency,** 2939 W. Van Buren St., Chicago. North Gallery 96. Louis Mieser, Armin Hirsch, Harry Scharf, Harry H. Lichtenstein.

(Continued on Page 14)





**P**UBLIC response to the new 90-degree eight-cylinder Cadillac is sweeping over America like a tidal wave.

Cadillac's dominating superiorities are proven by demonstration. Its refinements and improvements set it above and beyond comparison.

Greater simplification, advanced design and manufacturing—these are the physical reasons for Cadillac superiority, and at the same time they make possible the attractively lower prices of this new 90-degree Cadillac.

Take the opportunity to see this extraordinary car now at the Show.

---

*Prices range from \$2995 for the Brougham to \$4485 for the Custom Imperial. F. O. B. Detroit. Tax to be added. General Motors' plan (GMAC) provides the most economical way to buy a Cadillac on payments.*

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NEW NINETY DEGREE

C A D I L L A C

*Division of General Motors Corporation*

CADILLAC MOTOR COMPANY

DETROIT, MICHIGAN



# Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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## What the Chicago Show Means to the Automobile Business

By ALFRED REEVES

General Manager, National Automobile Chamber of Commerce

WHEN one analyzes the sound, constructive elements which contribute to the success of the automobile business, one must place among the most important factors the National Automobile Show held annually at Chicago.

The eager and enthusiastic merchants and manufacturers who come each year to the metropolis of the Middle West with the purpose of giving renewed impetus to the spread of motor transportation accomplish even more than they set out to do.

While contributing to the success of their own business they are at the same time building up the prosperity of the great Middle West and Mississippi valley regions.

*It is indeed a cause of pride for these sections of the country that they were among the first to recognize the motor vehicle as a means of transportation for every family, while some sections of the country were advancing more slowly.*

For years, Iowa, Nebraska and Kansas have been in the honor list of states which have one car to every four or five persons.

It has been this demonstration of the value of the motor vehicle which has enabled the industry to go into all parts of the country and to point out that motor transportation has an indispensable place in our American life.

It is likewise significant that when we turn to the states having the greatest volume of motor vehicles we find Ohio, Illinois, Michigan, Indiana and Iowa among the first ten.

These are the outward signs of the part which this business is playing in serving the American public. When one gets behind the scenes one realizes that a large share of the credit for this development is due to the several thousand dealers and manufacturers getting together for this Middle West annual event.

The show accomplishes several concrete results:

It gives the dealer and the manufacturer an opportunity to sit together at the beginning of each year, and to map out as far as possible the business for the coming twelve months. That is the difference between well-ordered merchandising and a hit-or-miss method.

It provides an opportunity for friendly acquaintance and exchange of ideas between all branches of the industry, so that all realize they have a common purpose.

It brings all makes of vehicles under one roof, so that the public may have an opportunity to compare and select, each person according to his taste, his needs and his purse.

It creates columns of legitimate news and in turn it develops further interest in a product which appeals to every American home.

The Chicago Show, then, is more than a business event, more than a friendly get-together; it is a contribution to the prosperity of the great middle section of this country.

Australian Motor Life, a bright contemporary from the land "down under," carries an item in a recent issue to the effect that the furniture manufacturers of America are all heated up because the easy purchase plan under which cars are sold here persuades people to buy cars instead of getting furniture for their homes. When the motor era really strikes Australia, Motor Life will learn that people spend so little time in their homes that furniture becomes a very small matter.

## At the C. A. T. A. Pre-Show Banquet, Congress Hotel, Thursday Evening—By Kessler



## Hunnewell Heads N. Y. Moon Branch

St. Louis, Jan. 30.—The Moon Motor Car Company has formed

the Manhattan Moon Company, Inc., as a factory branch in New York, covering the territory formerly franchised to the Coghlan brothers, who operated as the Moon Motor Car Company of New York under a distributor's contract.

This arrangement was discontinued December 31 and the Moon Motor Car Company of New York is now replaced by this factory branch incorporated as the Manhattan Moon Company, introducing in the New York territory a Moon-Diana factory policy similar to that established by this company in Philadelphia and Chicago.

This new policy, which resembles in plan the Ford method of merchandising, eliminates the so-called "middleman," the cars being sold by the factory branch to dealers operating under direct factory contracts.

E. R. Hunnewell, for many years associated with the Hulett Motor Car Company of New York, Chandler and Cleveland dealer, has been appointed vice-president of the Manhattan Moon Company, Inc., thereby becoming Eastern sales manager for the Moon Motor Car Company of St. Louis.

Coincident with this announcement a retail salesroom has been opened at 1806 Broadway, on Columbus Circle, by Lull Motors, Inc., recently appointed the new Broadway dealer, under the presidency of Ernest P. Lull, who has been handling both retail and dealer sales for the past two years for Moon.

## MILWAUKEE MOTOR LIVERY MEN ELECT OFFICERS

Milwaukee, Wis., Jan. 30.—Officers for 1926 were elected by the Milwaukee motor livery men at a meeting held at the Blatz Hotel recently. The new officers are: President, Arthur J. Drefahl; vice-president, J. T. Schuerell; treasurer, W. M. Raasch; secretary, John F. Pergrande; directors, Arthur Gerber, Frank Leszczynski, Jacob Wendler, Irwin Dettman, Henry Deffner, Archie Lohman, Art Zeisig and William Fass.

## G. M. OF CANADA ENJOYS DINNER

### Addresses Delivered by The Leading Officials

Montreal, Jan. 30.—With songs, speeches and music, about 300 dealers and members of the General Motors of Canada, Ltd., celebrated their annual dinner in the Italian Gardens of the Mount Royal Hotel. Addresses were delivered by K. T. Keller, C. F. Kettering, J. H. Fortier, F. R. Begg and J. H. Beaton.

In a brief speech Mr. Keller, general manager, reviewed the progress of the company during 1925. He alluded to the company's aim to build a car for every purse and for every purpose, and explained how the company proposed to carry out its plan. He quoted figures to show how the income received by General Motors from the sale of its products in Canada was expended in Canada, in part through the purchase of materials, wages, profits to dealers, sales tax to the federal government and in dividends to 1,243 Canadian stockholders.

The chief object of the dealer, he declared, should be to build up good will through the contact which the dealer and his men maintained with the public.

Outlining the basic principles involved in motor car construction, C. F. Kettering of the research department asserted that the chief job of himself and his associates was to try and keep three or four years ahead of motor car developments. One of their present problems was to evolve a formula for making flexible glass, he said.

J. H. Fortier, in his remarks, which he delivered in French and English, paid high tribute to the personnel of the company, especially to its founders, with whom he had first formed a business connection thirty-two years ago. He predicted big business for the coming year, but cautioned his hearers that they would have to get out and work for it.

J. H. Beaton presided, while Percy J. Wood directed the entertainment.

Executive officers and dealers present were: K. T. Keller, general manager of General Motors of Canada, Limited; J. H. Beaton, general sales manager; C. E. McTavish, general manager of parts and service; C. F. Kettering, president General Motors Research Corporation, Dayton, O.; Gordon S. Westgate, president

## Dodge Dealers at Meet in Montreal

MONTREAL, Jan. 30.—Boundless faith in the future of Canada and the Canadian automobile dealer organization was expressed by Robert C. Graham, vice-president and general sales manager of Dodge Brothers, Inc., Detroit, at the annual convention of Dodge Brothers (Canada) Limited, and Graham Brothers (Canada) Limited, in the Mount Royal Hotel. The convention is being held simultaneously with the Motor Show here.

One hundred Dodge Brothers dealers from various parts of the Dominion are attending the convention. It was cited that business this month in many instances will show an increase of nearly 100 per cent over January, 1925.

Announcement was made by E. P. Clarkson, managing director of the company, and Milo D. Herron, director of sales, that a new Dodge standard sedan was now available at a low price. Simultaneously with the announcement the sedan was unveiled at the automobile show, and attracted much interest.

Enthusiasm was shown by the dealers in this announcement and was stimulated even higher when Clarkson announced still further reductions in the prices of Dodge Brothers' passenger cars, following the substantial reductions made in December. Another cut is also being made in Graham Brothers trucks, which are sold exclusively by Dodge Brothers dealers.

Cadillac Cars, Limited, Montreal; J. O. Lantieri, president Lesage Automobile and Supply Company, Montreal; T. R. Price, general manager General Motors of Canada, Limited, Montreal; J. G. Fortier, vice-president Lesage Automobile and Supply Company, Limited, and president of the Canadian Manufacturers' Association; George N. Claremont, president Claremont Motors Limited, Montreal; J. H. Jeffrey, general manager Cadillac Cars, Limited, Montreal; C. C. Hayward, Lonsbury Motors, Limited, Moncton, N. B.; F. R. Begg, Begg Motors, Limited, Vancouver; George J. Pink, general manager Pink & Black Co., Limited, Ottawa; H. A. Brown, controller, General Motors of Canada, Limited, Oshawa; N. J. E. Catudal, wholesale manager, McLaughlin Motor Company, Montreal; George E. Ansley, general sales manager, McLaughlin Motor Company, Oshawa; O. A. Beach, Beach Motors, Limited, Ottawa; W. H. Cross, Dundas Motors, Limited, Toronto; Ross McKinnon, sales manager, Chevrolet Motor Company, Oshawa; A. J. Gardner, sales manager, G. M. C. Trucks of Canada, Limited; W. M. Robertson, advertising manager, General Motors of Canada, Limited; W. H. Moyses, chief engineer, General Motors of Canada, Limited; Lorne Ardell, sales manager, Cadillac and Oldsmobile Motors Company of Canada, Limited; M. B. Williams, sales manager, Moreland Motors, Limited, Montreal; J. A. Griffith, manager, A. D. Gorris, Limited, Toronto; Milton D. Bergey, president Campbell-Ewald Company of Canada, Limited.





## ELCAR announces a new "8-in-line"

**F**IVE to twenty-five miles an hour in six seconds flat! Leadership when the traffic signal flashes "GO!" . . . Ten to sixty miles an hour in twenty-two seconds flat! Around the fellow ahead and away in a flash . . . Seventy miles an hour when you need it. Hour after hour at fifty to sixty miles an hour, smoothly, silently, safely, when there's distance to cover . . . The sensitive strength of a Lycoming Eight-in-Line motor . . . The perfect fuel distribution and control of the com-

plete Swan System, carburetor and manifold (standard equipment exclusive with ELCAR) having simple dash adjustment of mixture for all driving conditions . . . Bowen "Instant" chassis lubrication . . . Four wheel hydraulic brakes . . . Balloon tires . . . One-hundred-and-twenty-seven to one-hundred-and-thirty-two inch wheelbase . . . New—startling new—body designs . . . Two-tone Murcote finishes . . . Unequalled prices . . . ELCAR announces a new Eight-in-Line.

## Distributors—



SPACE 49  
Coliseum

In a page advertisement in the January 9th Saturday Evening Post, ELCAR revealed to millions the announcement repeated above. Page after page in the Saturday Evening Post will follow . . . With so great a car and so impressive a campaign, a future of inviting proportions awaits ELCAR distributors and dealers alike . . . There are a very few areas yet lacking authorized ELCAR representation—see this amazing new 8-in-Line, and talk with the factory executive you will find there.

Elcar Motor Company  
Elkhart, Indiana

*Builders of Fine Vehicles Since 1873.*

**ELCAR**  
A WELL BUILT CAR



# Men You Will Meet at the 26th Annual Show

(Continued from Page 10)

**Metal Stamping Company, 13th Street, Long Island City, N. Y.** At the **DRAKE**: John F. Galvin, Jr., vice-president, 117 Pembroke Place, Kew Gardens, L. I.; Frank P. Galvin, treasurer, 77 23d St., Jackson Heights, L. I.; Otto J. Bauer, sales, 43 86th St., Brooklyn; Wm. R. Noyes, 9321 Wildemere Ave., Detroit; G. Dean Spittler, 718 Washington Ave., N. Minneapolis.

**Monarch Bumper Manufacturing Company, 1622 East Euclid Ave., Detroit.** At the **DRAKE**: Edward F. Lyon, vice-president; George F. Otte, sales manager.

**Moto-Meter Company, Inc., 11 Wilbur Ave., Long Island City, N. Y.** At the **DRAKE**: C. F. Hennecke, advertising manager; J. L. Hennecke, district manager; T. Marchie and R. M. Johnson, sales.

**Motor, 119 West 40th St., New York City.** At the **DRAKE**: Ray W. Sherman, editor; James Dalton, associate editor; Earle H. McHugh, business manager; F. L. Moore, Western manager; H. L. Lasher, Fred Lee and H. H. Doering, Detroit manager.

**Motor Improvements, Inc., 365 Frelinghuysen Ave., Newark, N. J.** At the **DRAKE**: James A. Ables, vice-president, at the **BLACKSTONE**: John M. Clarke, sales manager; L. W. Williams and Marshall Ward, engineers; Harold W. Morris, J. M. McGoldrick, E. D. Tipton and George S. Wilson, district representatives.

**Nacto Cleaner Corporation, 2171 Madison Ave., New York.** At the **DRAKE**: Harold Sigmund, Etta Sigmund, G. A. Kohl, E. H. Travis, Arthur Hartwig.

**Naperville Machine Company, Inc., Naperville, Ill.** At the **DRAKE**: W. J. Matter, sales manager; R. E. Matter, production engineer; C. O. Druschell, secretary.

**New Departure Manufacturing Company, 3044 West Grand Boulevard, Detroit.** At the **DRAKE**: F. G. Hughes, vice-president; Lester G. Sigourney, secretary and sales manager; F. W. Marschner, Western sales manager; J. W. Fowler, manager Chicago office; C. N. House, sales engineer; L. H. Gaylord, engineer; R. C. Street, sales engineer; G. W. Hoyt, sales engineer.

**New Uim Mfg. Co., New Uim, Minn.** At the **DRAKE**: G. A. Peterson, 3017 Cedar Ave., Minneapolis.

**Noisom Auto Compas Company, 321 So. Michigan St., South Bend, Ind.** At the **DRAKE**: G. P. Noisom, president.

**Overhead Door Corporation, Hartford City, Ind.** At the **DRAKE**: C. G. Johnson, president.

**Owen-Dyneto Corporation, Park and Wolf Sts., Syracuse.** At the **DRAKE**: H. I. Bill, vice-president and general manager; D. C. Bayne, assistant gen'l manager and treasurer; C. W. Butterfield, sales manager; H. S. Crawford, special service representative; H. M. Ballard and L. W. Fette, Chicago-sales promotion work, windshield wiper.

**Panvard Machine and Manufacturing Company, 743 Beaubien St., Detroit.** At the **DRAKE**: S. G. Seng, 1919 So. Michigan Blvd., Chicago. Telephone Calumet 2398.

**Perfection Heater and Manufacturing Company, 6545 Carnegie Ave., Cleveland.** At the **DRAKE**: C. S. Felton, president and general manager; E. L. Casey Jones, vice-president; G. H. Guest, sales manager; J. H. Shoemaker, distribution manager; and F. L. Grant, engineer, all of Cleveland; S. V. Rose, Detroit representative; Detroit: Trell Manley, representative; Cleveland: F. G. Adams, representative, Chicago.

**Pines Winterfront Company, 404 North Sacramento Blvd., Chicago.** At the **DRAKE**: 68-68, at the **BLACKSTONE**: Charles A. Fienhagen, president; Bradley Place, Chicago; C. Nielson, Jr., engineer, 487 Monroe Ave., River Forest, Ill.; P. E. Beach, sales representative, 404 N. Sacramento Blvd., Chicago; H. H. Crawford, sales representative, 3102 West Grand Blvd., Detroit.

**William E. Pratt Manufacturing Company, 190 North State St., Chicago.** At the **DRAKE**: W. E. Pratt, president; P. T. Radjock, vice-president; and M. W. Hodgson, sales, all of 190 North State St., Chicago; G. W. K. Voight, sales, Chester Heights, Pa.; Frank C. Kip, distributor, 2204 Michigan Ave., Chicago.

**Protectolite Company, Inc., 17 West 60th St., New York City.** At the **DRAKE**: 160, Paul B. Victorius, president; M. L. Victorius, secretary; Geo. E. Davis, sales manager; Chas. Levy, Jay Sternberg. Telephone Columbus 4799.

**Pyrene Manufacturing Company, 560 Belmont Ave., Newark, N. J.** At the **DRAKE**: 1-2, at the **DRAKE**: C. M. Russell, manager chain sales, 238 Park St., Montclair, N. J.; C. A. Ragland, Chicago manager, 217 Bertram Ave., Chicago.

**Quaker State Oil Refining Company, Oil City, Pa.** At the **DRAKE**: W. J. Daily, 210 East Ohio St., Chicago.

**Radiator Specialty Company, P. O. Box 1318, Charlotte, N. C.** At the **DRAKE**: 13, at the **DRAKE**: I. D. Blumenthal, district sales manager.

**Ramapring Bumper Company, 5025 Wabash Ave., Chicago.** At the **DRAKE**: 103, at the **DRAKE**: J. E. Welch, sales manager; L. Marre, sales; M. J. Rosenfeld, secretary; and Malcolm Von Behren, sales, 5025 So. Wabash Ave., Chicago.

**Rawlings Company of America, Ltd., 1819 Broadway, New York City.** At the **DRAKE**: J. H. Rose, president and general manager.

**Rectifier Manufacturing Company, 1112 South Michigan Ave., Chicago.** At the **DRAKE**: 107, Colonel W. G. Wall, director, Indianapolis; G. G. Brandenburg, president, 1112 South Michigan Ave., Chicago; J. I. Brandenburg, treasurer, 1755 Broadway, N. Y. C. The following men are sales representatives: J. B. Eccleston; H. V. Johansen, Detroit; George V. Koons, Chicago.

**Rex Manufacturing Company, Connerville, Ind.** At the **DRAKE**: 156-157, at the **DRAKE**: C. C. Hull, president; M. R. Hull, factory superintendent; R. H. Crawford, sales manager; E. E. Wallace, special factory representative, 2309 Ziegler Ave., Cincinnati; R. W. Hull, assistant superintendent, Connerville; C. P. Backous, factory representative.

**Ross Gear and Tool Company, Lafayette, Ind.** At the **DRAKE**: 91, at the **BLACKSTONE**: D. L. Ross, president; David E. Ross, vice-president and general manager; Edward A. Ross, secretary; F. P. Chandler, chief engineer; H. A. Dick,

sales engineer, 2217 East 68th St., Chicago; S. L. Bradley, sales engineer, 3304 East 160th St., Cleveland; John E. Jarrell, service engineer, Lafayette, Ind.

**St. Joseph Clutch Transmission Co., St. Joseph, Mo.** At the **DRAKE**: 247-18.

**Safe-T-Stat Co., Inc., 79 Bridge St., Brooklyn, N. Y.** At the **DRAKE**: 45, at the **DRAKE**: F. N. Dodge and P. F. Milks.

**Safety Vulcanizer Company, 1633 North Halsted St., Chicago.** At the **DRAKE**: 10-11, Walter J. Jarratt, general manager; Robert C. Jones, representative; John Schroeder, sales; William Thomas, sales; Roy D. Mock, advertising manager.

**A. Schrader's Son, Inc., 470 Vanderbilt Ave., Brooklyn, N. Y.** At the **DRAKE**: 85, at the **DRAKE**: A. G. Underwood, manager sales; M. H. Tlane, manager accessories and manufacturers' sales; H. E. Geib, branch manager; A. E. Fay, A. E. Young, E. J. Koca and C. E. Roach, sales, 1516 So. Wabash Ave., Chicago.

**Sherwin-Williams Company, 601 Canal Road, N. Y. City.** At the **DRAKE**: 143-144, J. O. Hanson, director industrial technical sales, Cleveland; P. W. Windsor, assistant manager lacquer sales, Cleveland; C. A. Proseus, manufacturing sales manager; Paul V. Bartsch, A. J. Budden and R. F. Jordan, special automotive sales; Jesse James, chemical products laboratory, Chicago.

**Charles Schutte Body Company, Lancaster, Pa.** At the **DRAKE**: Charles Schutte, president.

**Richard M. Sheridan & Co., 616 So. Michigan Ave., Chicago.** At the **DRAKE**: 7, R. M. Sheridan, A. J. Walker, R. C. Woelford and W. L. Pluck, all of 616 So. Michigan Ave., Chicago.

**Sieg Company, Davenport, Ia.** At the **DRAKE**: 15-16, R. R. Englehart, general manager, and H. E. Bartlett, secretary, Davenport, Ia.; H. H. Trick, salesman, and W. S. Welsler, salesman, Chicago; E. D. Beers, salesman, 526 Washington St., Bushnell, Ill.; C. D. Edwards, salesman, 814 So. Liberty Ave., Freeport, Ill.

**Simplex Piston Ring Sales Company, 1641 E. 75th St., Chicago.** At the **DRAKE**: 46, R. C. Oudshoff, general manager, 7565 So. Shore Drive, Chicago; J. L. Oudshoff, manager North Side store, 2643 Milwaukee Ave., Chicago; John Darnow, assistant manager, Spencer Arms Hotel, Chicago; C. J. Oudshoff, assistant manager; E. G. Green, manager; A. L. Livingston, manager, 5645 Madison Ave., Chicago.

**Skinner Automotive Device Company, Inc., 1637 Lafayette Blvd., W. Detroit.** At the **DRAKE**: 137, at the **DRAKE**: William W. Sanford, service engineer; James H. Skinner, sales engineer; Eric Geertz, experimental engineer, and E. Montgomery, service engineer.

**Snap-on Wrench Company, 14 East Jackson Blvd., Chicago.** At the **DRAKE**: 26-26, Stanton Palmer, president; N. E. Tarble, vice-president; Joseph Johnson, treasurer; C. W. Edwards, manager Chicago branch; F. H. Wendell, manager St. Louis branch; W. A. Siedemann, secretary, 1270 So. Pierce St.; Milwaukee headquarters at 1120 So. Michigan Ave., Telephone Harrison 2197, and at main office, telephone Harrison 9224.

**Societe Solex, 33 West 60th St., N. Y. C.** At the **DRAKE**: 100.

**South Bend Lathe Works, South Bend, Ind.** At the **DRAKE**: 259-260.

**Sparklets, Inc., 345 Madison Ave., New York City.** At the **DRAKE**: 58, at the **DRAKE**: Capt. F. C. Harler and A. Edwin Fein.

**Speednut Wrench Corporation, State Lake Building, Chicago.** At the **DRAKE**: 42, John V. Larson, president, Chicago; T. M. Hanley, sales, New York City; Alfred D. Snack, director, Brooklyn; James V. Herron, director, Borden-town, N. J.

**S. S. Stafford, Inc., of Illinois, 392 W. Washington St., Chicago.** At the **DRAKE**: 203-204.

**Standard Filters Company, 235 Elizabeth Ave., Newark, N. J.** At the **DRAKE**: 261, Edward E. Ferguson in charge.

**Staynew Filter Corporation, Rochester, N. Y.** At the **DRAKE**: L. L. Dollinger, president and general manager; W. F. Dollinger, treasurer and sales manager; T. S. Newell, sales.

**Stewart Motor Corporation, Buffalo, N. Y.** At the **DRAKE**: T. R. Lippard, president, 93 Dewey Ave., Buffalo; H. Kelley, general sales manager.

**Stewart-Warner Speedometer Corporation, 1826 Diversy Blvd., Chicago.** At the **DRAKE**: 174-192, 218-225, C. B. Smith, president; V. R. Bucklin, vice-president; L. H. LaChance, chairman of board; F. G. Whittington, chief engineer; W. Van Guider, assistant chief engineer; E. J. Hartney, C. J. Maier, sales engineer; W. J. Zucker, general sales manager; W. H. Fry, H. F. Derdell, J. C. Puetz, Jr., J. E. McFarland, G. L. Brooks, 1826 Diversy Blvd., Chicago; S. Kraus, branch manager, 2436 So. Michigan Ave., Chicago. At the **BLACKSTONE**: F. H. Martin, sales, 7321 Woodward Ave., Detroit; C. O. Dill.

**Storm King Electric Corporation, Dry Harbor Road, Glendale, L. I.** At the **DRAKE**: 139, at the **DRAKE**: H. E. Ackers, president; E. H. Ackers, secretary and treasurer; A. P. C. Schramm, chief engineer.

**Stover Signal Engineering Company, Terminal Bldg., Racine, Wis.** At the **DRAKE**: 113-114, at the **DRAKE**: P. A. Stover, president and general manager, Racine, Wis.; C. C. Mortenson, secretary, treasurer; F. G. Haidle, factory representative, Adams Express Bldg., Chicago.

**Stromberg Motor Devices Company, 68 East 23th St., Chicago.** At the **DRAKE**: 122-123.

**Super Polish Mfg. Co., 1304 Washington Blvd., Chicago.** At the **DRAKE**: 245-246.

**Super Smart Studios, Inc., Wrigley Bldg., Chicago.** At the **DRAKE**: 6, I. L. Rosenberg, vice-president.

**Swi-Bac Manufacturing Company, 4248 Northwestern Ave., Chicago.** At the **DRAKE**: 59, F. E. Van Ness, president, 1654 North Mansfield Ave., Chicago; R. E. Watrous, sales manager, 2247 Orrington Ave., Evanston, Ill.

**Swan Carburetor Company, 6545 Carnegie Ave., Cleveland.** At the **DRAKE**: 126, at the **DRAKE**: C. S. Felton, president and general manager; E. L. Casey Jones, vice-president; G. H. Guest, sales manager; J. H. Shoemaker, distribution manager; F. L. Grant, engineer; S. V. Rose, Detroit representative; Detroit: Trell Manley, representative, Cleveland; F. G. Adams, representative, Chicago.

**C. A. Taylor Trunk Works, 675 North Halsted St., Chicago.** At the **DRAKE**: 127, H. W. Wellington and N. Cahn.

**Ternstedt Manufacturing Company, 6305 West Fort St., Detroit.** At the **BLACKSTONE**: P. W. Seller, pres.; T. P. Archer, vice-pres.; F. M. Edgar, chief eng.; E. E. Helms, experiment. eng.; William Schnell, designing engineer; D. E. Humphrey, sales manager, and J. H. McPhall, assistant sales manager.

**Thompson Research, Inc., 2196 Clarkwood Road, Cleveland.** At the **DRAKE**: 135, at the **DRAKE**: C. W. Miller, general manager, 2315 Lamberton Road, Cleveland Heights; L. F. Hussey, 1844 Nela Ave., East Cleveland; W. M. Albaugh, 2638 East 160th St., Cleveland; R. E. Gaylord, engineer, 1230 Brockley Ave., Cleveland; N. C. Barnes, engineer, 10616 Lee Ave., Cleveland.

**Trico Products Corporation, 624 Ellicott St., Buffalo, N. Y.** At the **DRAKE**: 38, at the **DRAKE**: C. F. Conn, sales manager, Buffalo; J. R. Oshel, general manager; C. H. Oshel, manager Detroit office; C. E. Larson, sales representative, Detroit.

**Triple Seal Piston Ring Company, 246 Sheridan Road, Chicago.** At the **DRAKE**: 109.

**U-Kan-Plate Company, 904 Walnut St., Philadelphia.** At the **DRAKE**: 263, at the **DRAKE**: F. Millwood Justice, president, Philadelphia; M. J. Riordan, sales, Philadelphia.

**United Sales, Inc., 9705 Cottage Grove Ave., Chicago.** At the **DRAKE**: 110, F. E. Paul, 9705 Cottage Grove Ave., Chicago. Telephone Chesterfield 0169.

**United States Air Compressor Company, Cleveland.** At the **DRAKE**: 21-21, Leo Spaulding, Eastern district manager, 611 Flak Bldg., N. Y. City.

**Unity Mfr. Company, 224 N. Halsted St., Chicago.** At the **DRAKE**: 27, Robert C. Donaldson, sales manager, 7916 East End Ave., Chicago.

**Up-to-Date Machine Works, 2915 So. Wabash Ave., Chicago.** At the **DRAKE**: 208-209, L. Maurey, telephone Calumet 6269.

**U. S. Chain and Forging Company, Union Trust Bldg., Pittsburgh.** At the **DRAKE**: 115-116, at the **DRAKE**: Frank A. Bond, vice-president; Frank L. Campbell, general sales manager, and Fred G. Bremer, chief engineer, all of Pittsburgh, Pa.; J. T. Caldwell, special representative, Cleveland; W. O. Jennings, eastern sales manager, New York City; A. C. SHERMAN; A. R. Wendell, representative, Buffalo; Harley Morris, representative, Kansas City, Mo.; H. C. Link, representative, Springfield, Mo.; Robert I. Skeoch, Chicago office, First National Bank Bldg. Telephone Randolph 4331.

**U. S. Light and Heat Corporation, Niagara Falls, N. Y.** At the **DRAKE**: C. O. Minger, president; D. H. Kelly, vice-president; A. White, vice-president sales; H. A. Harvey, sales manager, service station division; E. D. Glaueque, advertising manager; Geo. L. Kyle, battery engineer; O. W. Donop, W. W. Pennington, Chicago office at 2001 W. Pershing Road.

**Vacuum Oil Company, 61 Broadway and 247 Park Ave., New York City.** At the **DRAKE**: 86-87, E. P. Sweeney, branch manager; R. E. Cole, sales manager; J. H. Donaldson, E. L. Ennes and A. L. Lincoln, special representatives; J. Beasey, R. F. Beverly, R. R. Carryl, H. A. Davies, H. D. Gardner, G. W. Hopper, C. O. Kramer, E. D. Mills, W. C. Morgan, C. S. Randolph, J. L. Robertson, W. L. Salisbury, S. A. Smith and W. H. Wilson, sales.

**Veeder Manufacturing Company, 20 Sargent St., Hartford, Conn.** At the **DRAKE**: 90, F. A. Brincoff, Chicago representative, 549 Washington Blvd., Chicago.

**Voice Products Corp., 2031 S. Michigan Ave., Chicago.** At the **DRAKE**: 240-242, L. Byrnes Nash, president and gen. manager, 1543 June-way Terrace, Chicago; P. V. Hoyt, vice-president and gen. manager sales; E. Saunders, salesman; H. A. Martin, salesman, Chicago; C. R. Monroe, sales manager West Coast, San Francisco; C. Hedler, salesman, Chicago.

**Walden Company, 1114 South Michigan Ave., Chicago.** At the **DRAKE**: 141, J. E. Walden, 7369 Champlain Ave., Chicago; C. E. Dunnagan, 7147 Kensington Ave., Chicago; C. L. M. Walden, 7369 Ridgeland Ave., Chicago; R. E. McDonald, Wilmette, Ill.

**John Warren Watson Company, 24th and Locust Streets, Philadelphia.** At the **DRAKE**: 118, at the **DRAKE**: John W. Watson, president; V. W. Dow, manager of distribution, Philadelphia; G. H. Faddock, Midwestern district manager, 1624 Farwell Ave., Chicago; Don F. Wolf, sales, 3628 Hall St., Dallas, Tex.; Leighton Dunning, factory engineer, 3051 East Grand Blvd., Detroit, Mich.

**Waukesha Motor Company, Waukesha, Wis.** At the **DRAKE**: 124, at the **DRAKE**: Harry L. Horning, president, and F. P. Wilkins, sales manager, of Waukesha; Chas. S. Ricker, advertising manager, Indianapolis; Grant Swain and I. M. Bourse, sales, Waukesha, Wis.

**Weisman Luggage Manufacturing Corporation, 325 West Fayette St., Syracuse, N. Y.** At the **DRAKE**: John Essig, Jr., vice-president, 243 Cleveland St., Syracuse.

**Wellston Manufacturing Company, Wellston, O.** At the **DRAKE**: 97, at the **DRAKE**: I. W. Warden, president and general manager; Joe P. Gallagher, sales manager; L. A. Benson, designing engineer.

**K. R. Wilson, 10 Lock St., Buffalo, N. Y.** At the **DRAKE**: 14, at the **DRAKE**: K. R. Wilson, owner, 78 Beverly Road, Buffalo; A. H. Drummond, sales manager, 60 Del-Jam Ave., Buffalo.

**Wire Wheel Corporation of America, 1700 Elmwood Ave., Buffalo.** At the **DRAKE**: 83-84, at the **BLACKSTONE**: H. G. Jackson, vice-president, general manager; R. D. Webster, sales manager; J. W. White, chief engineer; E. W. Griffith, factory representative, room 5-213, General Motor Bldg., Detroit; L. J. Schindler, Chicago representative, and H. E. Eskine, sales, Chicago address, 414 E. 34th St.

**Wisconsin Parts Company, Oshkosh, Wis.** At the **DRAKE**: W. F. Rockwell and G. T. Moore of Oshkosh.

**Wolverine Bumper and Specialty Company, Grand Rapids, Mich.** At the **DRAKE**: 140, at the **BLACKSTONE**: Harvey E. Clay, president; Arthur M. Godwin, treasurer; A. P. Crell, general manager; C. R. Standley, district representative, Cleveland.

**Wonderlamp Company, 920 Flak Bldg., New York City.** At the **DRAKE**: 13, at the **DRAKE**: John J. Ruppel, John B. Schwartz, 265 Linden Ave., Bridgeport, Conn.

**Woodworkers Hardware Mfg. Company, 1201 Cortlandt St., Chicago.** At the **DRAKE**: 24, Wm. J. Williams, sales manager, 1344 Argyle St.; Robert Seelhoff, salesman, 6922 Oglesby Ave.; I. T. Pollenz, factory manager.

**Yellow Jack-It Manufacturing Company, 551 West Monroe St., Chicago.** At the **DRAKE**: North Gallery 61-62.

## Advertising Agencies

**N. W. Ayer & Son, 308 Chestnut St., Philadelphia.** At the **DRAKE**: John H. Hunsel, resident partner, 164 W. Jackson Blvd., Chicago; F. Craig Greiner, V. Kimball Root, and James E. Sanford.

**Barton, Durston & Osborne, 383 Madison Ave., New York City.** At the **DRAKE**: A. D. Chiquoine, Jr.

**Austin Bement Agency, General Motors Bldg., Detroit.** At the **DRAKE**: Austin F. Bement, president; F. C. Williams.

**Campbell-Ewald Company, General Motors Bldg., Detroit.** At the **BLACKSTONE**: H. T. Ewald, president, 2924 Ironquels Ave., Detroit; G. C. Brown, vice-president and secretary, 49 Lawrence Ave., Detroit; J. Fred Woodruff, general manager, Salem and York Roads, Huntington Woods, Royal Oak, Mich.; W. H. Taylor, account executive, 3360 Pasadena Ave., Detroit; George O. Leonard, account executive, 180 Parkhurst Ave., West, Detroit; J. L. Hardig, ac-Hollywood Ave., Detroit; L. T. Robinson, account executive, 609 Oakland Ave., Birmingham, Mich.; L. B. Dudley, account executive, 2655 Carter Ave., Detroit; M. A. Hollinshead, account executive, 2998 Burlingame Ave., Detroit; W. R. Ewald, manager traveling service, 2332 Tuxedo Ave., Detroit; Eugene Zuber, manager outdoor department, 2873 West Grand Blvd., Detroit; Karl Frederick, copy, Hotel Durant, Flint, Mich., and H. F. Verbiest, assistant service manager, 18 Woodside, Park Pleasant Ridge, Royal Oak, Mich.

**Critchfield & Co., Lytton Bldg., Chicago.** At the **DRAKE**: S. Smith, president, 505 6th St., Wilmette, Ill.; A. J. Salisbury, vice-president, 2419 Central St., Evanston, Ill.; H. J. Thorsen, director of service, 7358 Eberhart Ave., Chicago; L. T. Goble, account executive, 2935 Eastwood Ave., Chicago; R. C. Scribner, account executive, 744 Lexington St., Oak Park, Ill.; H. H. Wright, copy chief, 1440 Hyde Blvd., Chicago; G. C. Young, manager contract dept., 3633 Pine Grove Ave., Chicago.

**D'Arcy Advertising Company, Missouri State Bldg., St. Louis.** At the **DRAKE**: J. F. Oberwinder, vice-president; J. A. Maxwell and F. J. Mooney.

**Gardner Advertising Company, 360 North Michigan Ave., Chicago.** At the **DRAKE**: Howard L. Spohn, vice-president, and R. E. Tuttle, M. E. Darmstadter, D. Horwich and F. H. Kenkel, Chicago. Telephone State 1328.

**Green, Fulton, Cunningham Company, Chicago.** At the **DRAKE**: H. J. Cunningham, Carl M. Green; James D. Fulton, H. H. Smith, E. H. Morrissey, E. R. Babcock.

**Homer McKee Company, Inc., Indianapolis, Ind.** At the **DRAKE**: Homer McKee, William T. Young, Leo N. Burnett, Edward W. Springer, Ernest Cohn, Robert G. McKee.

**Myers, Beeson & Golden, Inc., 1 Perahing Square, New York City.** At the **DRAKE**: Willard G. Myers, president; L. P. Wight, vice-president; Arthur J. McDellone, account executive. Tel. Ashland 9316.

**J. H. Newmark, Inc., 250 West 57th St., New York City.** At the **DRAKE**: J. H. Newmark, president, Douglass, L. I.

**Fred M. Randall Co., 1033-48 Book Bldg., Detroit, and 1312 Tower Bldg., Chicago.** At the **DRAKE**: Fred M. Randall, Ralph G. Harris, H. Ross Mack, Albert L. Gale, Walter G. Pletsch, H. Coy Gilden and Gerry Schreiner.

**Sidener, Van Riper & Keeling, Inc., Indianapolis.** At the **DRAKE**: Hal R. Keeling, Guernsey Van Riper; Storey M. Larkin.

**Sterling Beeson, Inc., 612 2d National Bank Bldg., Toledo.** At the **DRAKE**: John O. Munn, vice-president.

**U. S. Advertising Corporation, Home Bank Bldg., Toledo.** At the **DRAKE**: S. R. Swiss, W. S. McCain, H. H. Inray and M. H. Pierce. At the **UNION LEAGUE CLUB**: W. M. Hart.

**Williams & Cunningham, Inc., 6 N. Michigan Ave., Chicago.** At the **DRAKE**: Lloyd R. Maxwell, president, 5121 University Ave., Chicago; John Drake, contact, 1005 Ash St., Winnetka, Ill.; E. F. Abeling, space buyer; H. P. Williams, partner; Guy C. Pierce, vice-president; L. M. Williams, secretary; E. N. Frederickson, contact.

**Zimmer-Keller, Inc., Detroit.** At the **DRAKE**: Walter P. Zimmer, president; Ralph E. Keller, vice-president.





## The KELLOGG RAPID CAR WASHER

Any garage can employ the Kellogg Rapid Car Washer profitably. It is a new two-gun, heavy duty, efficient, low-priced car washing unit.

It can be operated by the most inexperienced employee, a simple twist of the gun producing a stream ranging from 300 lbs. pressure to a fog-like mist.

With two men working, one can go around the car soaking up the mud and dirt with a fine mist, while the other follows with a high pressure stream, removing it.

The price is in keeping with the Kellogg standard of value giving.

Ask your jobber's salesman or write for illustrated booklet giving full description of the Kellogg Rapid Car Washer.

## KELLOGG MANUFACTURING COMPANY

107 Humboldt St., Rochester, N. Y.

### BUICK SHOWS CLOSED LINE

#### Models on Standard and Master Chassis Draw Visitors

Chicago, Jan. 30.—For the eighth year in succession, Buick, by reason of having done the greatest volume of gross business during the past year of any member of the National Automobile Chamber of Commerce, won first place at the national shows and first choice of space. For this reason, if for no other, the Buick exhibit would be worth inspecting, but this prominent member of the General Motors family has a display which is interesting in itself.

Representative types of closed bodies on both the Standard and Master Six chassis are being shown similar to the ones put on view on New York, where the Buick booth was constantly busy and a large volume of business was transacted. No mechanical changes have been made at this time, the line standing pat on its valve-in-head engine and time-tested chassis, which has proved its strong sales appeal without the need of a stimulus in the way of innovations.

From the Buick line of sixteen models these types are being featured: Models 20, 27, 47, 50, 51 and 54C.

The 20 and 27 are standard Buick models. The 20 is a roomy, two-door sedan. The body lines are of the same character as the four-door closed cars. The body is finished in duco of distinctive color, beautifully striped. The four-hinged doors are extra wide and passengers may get in and out of the back compartment without disturbing those in the front seat. Either one, or both, of the front seats may be folded entirely out of the way when desired.

The upholstery is rich-colored, durable plush. The body is mounted

on a 114 $\frac{1}{2}$ -inch wheelbase sealed chassis, with triple-sealed sixty-horsepower Buick valve-in-head engine. The 27 has the same specifications, but is a four-door sedan.

The balance of the exhibit is made of master Buick models. The 47 is a five-passenger four-door sedan in graceful design and beauty of exterior and interior finish. It is mounted on the Buick master six chassis, with the 75-horsepower triple-sealed Buick valve-in-head engine. It is long and low and is handsomely finished in duco.

The roomy interior, with low, comfortable seats, is finished in plush of harmonizing colors, and the floors are neatly covered. It has a generous sized steering wheel and a handsome instrument board. Buick four-wheel brakes and specially designed rear cantilever springs are features of this as of the other models. The 50 is the seven-passenger sedan—the largest car built by the Buick company on the 128-inch chassis.

The 51 is a brougham sedan body on the 128-inch wheelbase chassis. The rear upper part of the body is covered with bright finish, long-grain leather, the body is duotone Duco Texas brown.

The 54-C is the popular Buick country club coupe, a body type specially designed for those who desire comfort and luxury in a car of smaller passenger-carrying than the sedan models. It is of the same general type as its companion model, the brougham sedan.

The rear deck is large and has a dicky seat for two extra passengers. The large rear window may be lowered, permitting those in the rear seat to converse with those in front. There is an extra carrying compartment, reached by a door in the side of the body fitted with a Yale lock.

#### ANNOUNCE PRICE CUT

London, Jan. 30 (U. T. P. S.).—The A. C. "Sovereign" 12-24 h. p. model has been reduced in price from £300 to £250. It is now the cheapest auto ever offered by the firm.

### IMPROVED EIGHT SHOWN BY HUPP

#### Larger Bodies, Longer Wheelbase and More Engine Power

Chicago, Jan. 30.—In the Hupmobile space at the Coliseum is displayed a new and improved eight cylinder line along with models of the Hupmobile six which was brought out last year.

In 1925 Hupmobile departed from its time-honored practice of building only fours, and falling in with the modern trend toward multi-cylinder cars, developed and introduced an eight-in-line which won immediate favor with the buying public. Later in the year the Hupmobile four, one of the veterans of the industry, gave way to a new six, priced in the low-medium field. No change has since been made in this six and it is on view at the show in two models, touring and sedan.

The eight, however, has been extensively refined for the 1926 campaign. While retaining the basic design which has tested out so well in the hands of owners, certain changes have been made to enhance its performance and to give it a stronger appeal to purchasers. Wheelbase has been lengthened, bodies made larger and roomier, engine given greater power and quicker accelerating ability, and numerous refinements instituted throughout the chassis.

It will be built in five body styles: five-passenger touring car, seven-passenger touring car, two-passenger coupe (with dicky seat accommodating two other passengers), sedan and berline sedan.

Contained in the new eight are the same advantages of the straight eight principle included in the Hupmobile eight of 1925. These advantages, the company points out, are in its smooth power, smoothness of performance at all speeds, flexibility, all-around re-

liability, freedom from vibration and economy of operation.

Features incorporated in the previous eight and which have been refined and improved in this car are cited by the company to be:—

More power per cubic inch of piston displacement than any previous multi-cylinder automobile engine.

No "roughness" anywhere in the engine's entire speed range.

Ease of handling and parking, with unusual roominess and riding comfort.

Balanced combination of speed, lugging power and still more rapid acceleration.

Unusual gasoline economy, both in continuous high speed operation and at a steady twenty-miles-an-hour pace.

Outstanding ease of starting, operating and stopping.

A combustion chamber particularly designed to produce the highest degree of power efficiency which can be combined with utmost smoothness.

Design of crankshaft, connecting rod and pistons unusual to American engineering, resulting in inherent smoothness and eliminating crankshaft whip and distortion.

A new method of valve operation devised by Hupmobile engineers is both unique and exclusive. Instead of the cam operating a push rod of extreme weight and of maximum inertia, which requires an upward movement of the entire rod against the valve stem, the cam raises the valve stem through the medium of a valve lifter or rocker arm suspended on a pivot pin. In this way the weight to be raised consists of the end of the lifter, one ounce.

Wheelbase has been increased from 118 $\frac{1}{2}$  inches to 125, accommodating a larger and roomier body, with more space in the rear compartment particularly. This change has made possible the building of the berline, a limousine type car, with movable glass partition for a chauffeur-driven car, when desired. Cowl has been lengthened to convey fittingly the car's higher power and to balance more effectively with the body

### Ross Gear & Tool Co. Enlarges Plant

Lafayette, Ind., Jan. 30.—Factory additions just completed by the Ross Gear and Tool Company of this city have increased production capacity more than 25 per cent., enabling the company to keep up with its production schedules, according to E. A. Ross, secretary.

Schedules at present call for upward of 30,000 Ross Cam and Lever Steering Gears per month, he says. Three years ago at the New York Auto Show only one make of car was equipped with this device. At the show this year twenty-six of the forty-two manufacturers buying steering gears are using the Ross type.

### RE-ELECTED PRESIDENT FOR SIXTEENTH YEAR

Des Moines, Ia., Jan. 30.—Des Schaefer was re-elected head of the Des Moines Automobile Dealers' Association for the sixteenth successive year at the annual meeting. William W. Sears was re-elected vice-president and the three directors re-elected are C. G. Van Vliet, J. A. Peverill and C. L. Herring. Mr. Van Vliet, who has been secretary of the association for sixteen years, will be formally re-appointed by the directors at a later meeting.

lines. The car's appearance is improved and is also lowered further, giving a greater streamlike effect.

Standard equipment for each model includes front and rear bumpers, one-piece vision ventilating windshield, automatic windshield cleaner, mirror, electric clock, rear light signal, instrument board light, gasoline gauge on dash, oil pressure gauge and transmission lock. Special model equipment is provided on various cars, with extensive extras in the berline. Curtains for the open models swing freely with doors and are practically air and water tight.



## MANY FLOCK TO CHICAGO SHOW

### Vast Coliseum Houses Brilliant Auto Creations

(Continued from page 1)

to expense, is almost indescribably beautiful.

In the center of the Coliseum is a Spanish plaza, or court of honor, dedicated to the creative genius of the world, and here again the Byzantine and Moorish effect is shown to the greatest advantage. Mr. Asch and Samuel A. Miles, general manager of the show, long ago promised that the decorations for the 1926 National Show in Chicago would be the greatest display of decorative art ever attempted for an exposition of this character, and the thousands who thronged the big buildings on the opening day were unanimous in the verdict that the promise not alone had been kept but that reality far exceeded promise.

Amid these gorgeous and striking settings the latest creations of the industry are displayed, their highly polished surfaces reflecting the light and color of the decorations.

Forty-nine manufacturers of passenger automobiles have their models on view. Eight manufacturers of taxicabs are represented in the list of exhibitors. Approximately 250 manufacturers of automobile accessories display the latest achievements in this rapidly growing and increasingly important department of the automotive industry, which in 1925 turned out approximately 4,325,000 passenger vehicles and trucks having a total wholesale value of three billions of dollars; an industry that employs approximately 3,200,000 persons and that in 1925 paid to the United States government the tremendous sum of \$126,552,000 in special excise taxes.

In all about 300 cars are on display in the Coliseum and Coliseum Annex. The accessories, in almost endless variety, are shown in the galleries of the Coliseum and on the second floor of the Annex.

The general effect of the 1926 show, as commented upon by thousands of visitors present on the opening day, was that the industry has attained the highest degree in automobile refinement ever known. The energies of the manufacturers seem to have been directed toward the more subtle points of grace, attractiveness, endurance, ease of operation and safety. The advances made along these lines are most strikingly shown in the models.

Opening day disclosed a number of important features.

First and foremost, perhaps, is the number of new chassis models on exhibition. Many of these have unusual new features, representing the ever onward march of the industry toward the goal of ultimate perfection in motor car designs and construction. In the number of new models shown, the present show exceeds all others in the history of the industry.

Of equal interest is the fact that other makers are exhibiting cars that have been refined and improved recently, and as a consequence the exhibition presents an entirely new picture.

Another outstanding feature is the predominance of closed cars on exhibition. The different groups displayed to such advantage in the brilliantly lighted and glowing exhibition buildings include limousines, sedans and coupes, with here and there an example of the open car model. Incidentally it may be noted that closed cars have advanced in the last twelve months to a position of undisputed numerical supremacy. A year ago the closed car was in second place; today it is first. Approximate figures given out by the National Automobile Chamber of Commerce show that there were 2,157,000 closed cars manufactured in the United States in 1925.

Opening day visitors noted and

commented freely on the fact that practically all vehicles shown, with one or two exceptions, are equipped with balloon tires; a very large percentage of the cars have four-wheel brakes; quite a surprising number are fitted out with air cleaners and oil filters or rectifiers; a few have gasoline filters as a part of the equipment; several have all-steel bodies on which the narrow front pillars, which give a more unobstructed view of the road, are noticeable. One maker shows an entirely new model equipped with a worm drive rear axle.

Another point frequently commented upon was that the 1926 line of cars is perhaps more completely equipped than were its predecessors. There is a certain lavishness and completeness about the different accessories that form the furnishings of a number of models that seem certain to win the hearts of automobile lovers.

The automobile makers of 1926 make the claim that their cars are superior to their predecessors in that they will wear longer, thanks to progress in the automobile manufacturing art; that they are easier riding, handle more easily—in short that they are the visible expression and manifestation of the years of research, experimentation and constant advance of the industry.

The cars on exhibition at the Chicago show, in alphabetical order, are: Ajax, Auburn, Buick, Cadillac, Case, Chandler, Chevrolet, Chrysler, Cleveland, Davis, Diana, Dodge, Elcar, Essex, Flint, Franklin, Gardner, Gray, Hudson, Hupmobile, Jewett, Jordan, Junior S. Kissel, Lexington, Lincoln, Locomobile, McFarlan, Marmon, Moon, Nash, Oakland, Oldsmobile, Overland, Packard, Paige, Peerless, Pierce-Arrow, Pontiac, Reo, Rickenbacker, Roamer, Star, Stearns, Studebaker, Stutz, Velie, Wills-St. Claire and Willys-Knight.

The taxicabs shown are Bauer, Dodge, Hertz, Luxor, Oakland, Reo, Willys-Knight and Yellow.

The exhibit of parts and accessories is large, varied and complete; the interest shown in these exhibits is secondary only to that shown in the various makes of passenger cars.

The accessories exhibits show clearly the consequential role that the parts and accessory manufacturers have played in the development of the automotive industry. In some years they have worked far ahead of the complete car builders and at other times with them in the improvement of the motor vehicle. Their contributions to the success of the industry have been many and valuable. They have been constantly on the alert for new ideas and have been among the first to turn the latest findings of science to the advantage of the automobile owner.

In the accessories exhibit practically all the parts that go into the making of vehicles, from the motor down to the smallest articles, are shown. Some of the booths show machinery and tools especially designed for use of service stations and for keeping cars and trucks in repair. A large portion of the displays utilize power to illustrate the action of their devices.

Many radically new offerings and clever improvements, all making for greater ease of operation, greater convenience and greater safety, are shown. For instance, there is an illuminated ball of onyx for the top of the gearshift lever which not only serves to locate the gearshift instantly, but also provides sufficient light to illuminate the dashboard and the instruments upon it. There are new types of radiator shutters, new types of car heaters, a wheel marker attached to the steering wheel that indicates at all times the exact position of the front wheels; new types of mirrors, new jacks, new types of fenders and bumpers and many other devices in almost endless variety, all of them of interest to automobile owners and users.

The big accessory exhibit is educational and attracted much attention.

There is every indication that the 1926 show in Chicago will break all previous records in point of attendance. Chicago for

the week will be the veritable head and center of the industry and members of the trade, as well as the general public, will come from far-distant points for the show. Advance reservations at hotels have been large and the railroads report that traffic of automobile show visitors will be heavy.

Millions of dollars' worth of business will be done at the show during the week, exhibitors are confident. Indications are that the retail sales will run large and, in addition, dealers and distributors will be in Chicago to place orders. Factory executives, engineers, production and sales managers and a host of others will be in Chicago for show week. For the convenience of the industry two trade sessions have been arranged. These will be on Monday and Tuesday from 10 a. m. to 1 p. m.

A number of important meetings will be held in the city during the week, one of the most important being that of the National Automobile Dealers' Association, which will hold its annual convention on Monday, Tuesday and Wednesday at the Hotel La Salle. Charles F. Gambill of Chicago is president of this association and will be the toastmaster at the banquet which will be held on Tuesday evening at 8 o'clock. Ralph Hellman, dean of the school of commerce of Northwestern University, and Harry T. Gardner of Cincinnati will be the principal speakers at the banquet, which will be staged in the La Salle.

**CUBAN SALES DECLINE**  
Washington, D. C., Jan. 30.—Cuba's automobile sales have steadily declined during the past year, more sharply in the field of medium to high-priced cars than in the low-priced cars, which only decreased 10 per cent. during the first eleven months of 1925, as com-

pared with the same period of 1924, the automotive division of the Department of Commerce was advised today.

Light trucks have found a steady outlet during the year, but during the latter part have shown a gradual decline.

## Check—

Your gasoline and oil deliveries. You can't do it accurately with a gauge stick. A sartometer in your underground tank, with its indicator on your office wall, will tell you closer than 1/2 of 1% how many gallons there are in the tank. And at any time, within one minute, you can verify the accuracy of the gauge.

Exclusive Distributors Wanted

## Sartometer Sales Co.

1819 Broadway,

New York City

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ERIE BUILDING  
CLEVELAND

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Attention: Mr. H. A. Tarantous.

Gentlemen:

Your letter of Dec. 7th received and noted.

We are very much pleased with the way you are running your publication and to show our interest we have just signed a contract with your local representative for display advertising.

We hope that the results derived from this advertising will be satisfactory enough that we will be compelled to increase this contract.

Very truly yours,

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H. Roffmann

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# Cadillac Chrysler Duesenberg Franklin Isotta Fraschini Jordan Mc Farlan Peerless Stutz Willys Knight

*An eleventh great name, that of the most prominent maker of cars powered with eight cylinders in line, will be furnished on request.*

That these eleven makers have distinguished themselves in satisfying the motoring public is evidenced in the outstanding sales success they are enjoying.

They have built into their cars one great value that is not to be found in any other cars as built today—

## RELAXED MOTORING

By adopting Stabilation, the one means to Relaxed Motoring, they have made the most important recent contribution to motoring comfort and motor car control.

These eleven cars are Stabilated before they leave the factory. By deciding upon any one of them, you will secure for yourself the utmost standard of luxurious motion that motoring has yet attained.

Stabilators are now designed and engineered for quick application to nearly all other makes and models of cars. Talk to your own car dealer.

See Stabilators Demonstrated at the  
Automobile Show  
Coliseum, Chicago, Gallery 118  
January 30 to February 6



# WATSON STABILATORS

JOHN WARREN WATSON COMPANY, 24<sup>TH</sup> AND LOCUST STREETS, PHILADELPHIA





## ASK ACCOUNTING OF AUTO SERVICE BODY

### Oil Station Managers Sue for a Receiver- ship Also

Detroit, Jan. 30.—Nineteen oil station managers have filed suit in the Circuit Court here to demand an accounting of the affairs of the National Automobile Service Corporation. The Savin Oil Corporation, the Keystone Service Corporation and the individual officers of all three companies are likewise named as defendants.

A temporary order restraining the defendants from making collections and otherwise interfering with the complainants' business has been issued, and the Union Trust Company has been appointed to act in the capacity of a temporary receiver. In the bill of complaint filed it is set up that the National Automobile Service Corporation, formerly known as the Mobilade Corporation, hired the plaintiffs as managers, and secured from each a deposit of \$1,200 as evidence of good faith. It is alleged that this money was used to build the defendants' oil station. The organization is said to have 30,000 members, each of whom is paying \$24.50 for a two-year contract to cover towing service and a discount on gas and oil purchases. Officers of the three defendant organizations named in the bill are E. P. Strong, Gregory H. Frederick, H. H. Felman, Henry A. Beckerman, Thomas H. Rhinehart, Martin Morkin, Jack Holbrook, Paul W. Stanley, Viola Stanley, Ralph C. Lightman and John Knopp.

### TURKEY'S ROAD PROGRAM WILL OPEN UP TRADE

Constantinople, Jan. 30.—The lack of roads has so far prevented any kind of automotive progress in Turkey. Constantinople only has 548 cars and 85 trucks, the use of which is practically confined to the city limits.

The new budget provides for the repairing of existing roads and the building of new ones. This is a new order of things, as up to the present all available funds were devoted exclusively to railroad improvement controlled by foreign interests.

The Nationalist movement in shaking off foreign exploitation of the budget will thus indirectly open up a good market for imported automobiles, it is declared by observers.

### FORD TRACTORS AID IN OPENING SWISS ROADS

Basel, Switzerland, Jan. 30 (U. T. P. S.).—Ford snow tractors have been found practical towards opening transportation in the glacier region of the Jungfrau Department during the months June to September.

Ten years ago practically all the Alpine roads were forbidden to auto traffic, but with the adoption of motor vehicles by the post office department traffic has increased year by year.

Traffic lasts chiefly from June to the end of September, and is stopped in the winter by snows.

### REPORT IMPROVED SALES CONDITIONS IN ENGLAND

London, Jan. 30 (U. T. P. S.).—Good business is reported from Coventry, particularly with light automobiles. Increased outputs are expected to be absorbed by continued domestic and foreign demand.

Slight improvement is reported in truck sales, and inquiries are in advance of previous years. No surplus war vehicles now remain to clog the market.

A similar tone is reported from Birmingham, continental markets such as Russia and Hungary being good buyers.

# Revised List of 1926 Prices

Factory Prices of the New Passenger Cars, Exclusive of Freight and Tax, Corrected to the Opening of the Chicago Show—Body Models and Seating Capacity of All Open and Closed Cars

Name of Car and Model Number	Type of Body and Seating Capacity	Price	Name of Car and Model Number	Type of Body and Seating Capacity	Price	Name of Car and Model Number	Type of Body and Seating Capacity	Price
Ajax	Touring-5	\$865	Davis, 93	Touring-5	1285	Jordan, A	Touring-5	\$2275
Ajax	Sedan-5	995	Davis, 93	Coupe	1285	Jordan, A	Brougham-5	2575
Auburn, 4-44	Roadster-2/4	1145	Davis, 93	Sedan-5	1285	Jordan, A	Sedan-5	2675
Auburn, 4-44	Touring-5	1145	Diana, 8	Roadster-5	1695	Jordan, A	Sedan-7	2975
Auburn, 4-44	Coupe-2/3	1175	Diana, 8	Touring-5	1695	Kissel, 6-55	Phaeton-5	1585
Auburn, 4-44	Sedan-5	1195	Diana, 8	2-Door Sedan-5	1795	Kissel, 6-55	Touring-7	1685
Auburn, 6-66	Roadster-5	1395	Diana, 8	Cabriolet Road-5	1995	Kissel, 6-55	Tourster-4	1795
Auburn, 6-66	Touring-5	1395	Diana, 8	4-Door deL Sed-5	1995	Kissel, 6-55	Speedster-2	1795
Auburn, 6-66	Coupe	1445	Dodge Brothers	Touring-5	795	Kissel, 6-55	Speedster-4	1895
Auburn, 6-66	Brougham-5	1495	Dodge Brothers	Roadster-2	795	Kissel, 6-55	2-Door Brougham-5	1695
Auburn, 6-66	Sedan-5	1695	Dodge Brothers	Spl Touring-5	845	Kissel, 6-55	Brougham Sedan-5	1995
Auburn, 6-66	Wanderer Sedan-5	1745	Dodge Brothers	Spl Roadster-2	845	Kissel, 6-55	Coupe-4	2085
Auburn, 8-88	Roadster-5	1695	Dodge Brothers	B Coupe-2	845	Kissel, 6-55	Enc Speedster-2	2085
Auburn, 8-88	Touring-5	1695	Dodge Brothers	B Sedan-5	895	Kissel, 6-55	Enc Speedster-4	2185
Auburn, 8-88	Coupe	1745	Dodge Brothers	B Spl Coupe-2	895	Kissel, 6-55	Victoria-5	2185
Auburn, 8-88	Brougham-5	1795	Dodge Brothers	B Spl Sedan-5	945	Kissel, 6-55 deLuxe	Phaeton-5	1785
Auburn, 8-88	Sedan-5	1995	Dodge Brothers	A Sedan-5	1075	Kissel, 6-55 deLuxe	Touring-7	1885
Auburn, 8-88	Wanderer Sedan-5	2045	Duesenberg	Phaeton-5	6650	Kissel, 6-55 deLuxe	Tourster-4	1985
Auburn, 8-88	Sedan-7	2095	Duesenberg	Roadster-2	6850	Kissel, 6-55 deLuxe	Speedster-2	2085
Buick Stand, 6-24	Roadster-2	1125	Duesenberg	Sport-4	6850	Kissel, 6-55 deLuxe	Speedster-4	2185
Buick Stand, 6-25	Touring-5	1150	Duesenberg	Roadster-2	7050	Kissel, 6-55 deLuxe	Brougham Sedan-5	2485
Buick Stand, 6-20	2-Door Sedan-5	1195	Duesenberg	Sedan-5	7700	Kissel, 6-55 deLuxe	Coupe-4	2485
Buick Stand, 6-26	Coupe-2	1145	Duesenberg	Sedan-7	8300	Kissel, 6-55 deLuxe	Victoria-5	2485
Buick Stand, 6-28	Coupe-4	1275	duPont, D	Roadster-2	2600	Kissel, 6-55 deLuxe	Enc Speedster-2	2585
Buick Stand, 6-27	4-Door Sedan-5	1295	duPont, D	Touring-5	2600	Kissel, 6-55 deLuxe	Enc Speedster-4	2685
Buick Master, 6-44	Roadster-2	1250	duPont, D	Sedan-5	3400	Kissel, 6-55 deLuxe	Enc Speedster-7	3085
Buick Master, 6-45	Touring-5	1295	Elcar, 4-55	Phaeton-5	1095	Kissel, 6-55 deLuxe	Berline Sedan-7	3185
Buick Master, 6-54	Sport Roadster-3	1495	Elcar, 4-55	Touring-7	1295	Kissel, 8-75	Phaeton-5	1985
Buick Master, 6-55	Sport Touring-5	1525	Elcar, 4-55	Roadster-4	1295	Kissel, 8-75	Touring-7	2085
Buick Master, 6-40	2-Door Sedan-5	1395	Elcar, 4-55	Coach-5	1195	Kissel, 8-75	Tourster-4	2195
Buick Master, 6-47	Sedan-5	1495	Elcar, 4-55	Coupe-3	1295	Kissel, 8-75	Speedster-2	2195
Buick Master, 6-54C	C'try Clb Spl C'pe-3	1765	Elcar, 4-55	Sedan-5	1395	Kissel, 8-75	Speedster-4	2295
Buick Master, 6-48	Coupe-4	1795	Elcar, 6-65	Phaeton-5	1295	Kissel, 8-75	2-Door Brougham-5	2095
Buick Master, 6-51	Broughm Tour Sed-5	1925	Elcar, 6-65	Roadster-4	1495	Kissel, 8-75	Brougham Sedan-5	2395
Buick Master, 6-50	Sedan-7	1995	Elcar, 6-65	Coach-5	1395	Kissel, 8-75	Coupe-4	2485
Cadillac	Brougham-5	2995	Elcar, 6-65	Coupe-3	1495	Kissel, 8-75	Enc Speedster-2	2485
Cadillac	Coupe-2	3045	Elcar, 6-65	Sedan-5	1595	Kissel, 8-75	Enc Speedster-4	2585
Cadillac	Victoria-4	3095	Elcar, 8-81	Phaeton-7	2265	Kissel, 8-75	Victoria-5	2585
Cadillac	Sedan-5	3195	Elcar, 8-81	Roadster-4	2315	Kissel, 8-75 deLuxe	Phaeton-5	2185
Cadillac	Sedan-7	3295	Elcar, 8-81	Coupe-4	2095	Kissel, 8-75 deLuxe	Touring-7	2285
Cadillac	Imperial-7	3435	Elcar, 8-81	Coupe-3	2195	Kissel, 8-75 deLuxe	Tourster-4	2385
Cadillac, Custom	Roadster-2	3250	Elcar, 8-81	Sedan-5	2265	Kissel, 8-75 deLuxe	Speedster-2	2485
Cadillac, Custom	Phaeton-5	3250	Elcar, 8-81	Sedan-7	2765	Kissel, 8-75 deLuxe	Speedster-4	2585
Cadillac, Custom	Touring-7	3250	Essex, 6	Phaeton-5	765	Kissel, 8-75 deLuxe	Coupe-4	2885
Cadillac, Custom	Coupe-5	4000	Essex, 6	Coach-5	765	Kissel, 8-75 deLuxe	Victoria-5	2885
Cadillac, Custom	Sedan-5	4150	Flint Junior	Standard Coach	1085	Kissel, 8-75 deLuxe	Brougham Sedan-5	2985
Cadillac, Custom	Suburban-7	4285	Flint Junior	deL Coach	1185	Kissel, 8-75 deLuxe	Speedster-2	2985
Cadillac, Custom	Imperial-7	4485	Flint, 60	Touring-5	1285	Kissel, 8-75 deLuxe	Speedster-4	3085
Case, JIC	Touring-5	1885	Flint, 60	Roadster-2	1395	Kissel, 8-75 deLuxe	Sedan-7	3485
Case, JIC	4-Door Brougham-5	2590	Flint, 60	Roadster-Coupe	1495	Kissel, 8-75 deLuxe	Berline Sedan-7	3585
Case, JIC	Sedan-5	2590	Flint, 60	Sedan-5	1525	Lexington, 6-50	Roadster-4	1895
Case, Y	Touring-7	2225	Flint, 60	Brougham-5	1575	Lexington, 6-50	Phaeton-5	1895
Case, Y	Sedan-7	2975	Flint, 80	Touring-5	1595	Lexington, 6-50	Sedan-5	2245
Chandler	Touring-5	1545	Flint, 80	Roadster-4	1945	Lexington, 6-50	Landau Sedan-5	2245
Chandler	Touring-7	1645	Flint, 80	Sport Touring-5	1945	Lexington, 6-50	Landaulet-4	2245
Chandler	Roadster-4	1695	Flint, 80	Coupe-4	2045	Lincoln	Phaeton-4	4000
Chandler	20th Century-5	1590	Flint, 80	Sedan-5	2195	Lincoln	Roadster-4	4000
Chandler	Brougham-5	1695	Flint, 80	Sedan-7	2395	Lincoln	Touring-7	4000
Chandler	Metropolitan-5	1895	Ford, T	Roadster-2	345	Lincoln	Club Roadster-2	4500
Chandler	Sedan-7	1995	Ford, T	Touring-5	375	Lincoln	Sport Touring-7	4500
Chevrolet	Touring-5	510	Ford, T	Coupe-2	520	Lincoln	Sport Phaeton-4	4900
Chevrolet	Roadster	510	Ford, T	Tudor-5	580	Lincoln	Coupe-4	4600
Chevrolet	Coupe-2	645	Ford, T	Fordor-5	660	Lincoln	Sedan-4	4880
Chevrolet	Coach-5	645	Franklin, II	Touring-5	2635	Lincoln	Sedan-5	4900
Chevrolet	4-Door Sedan-5	735	Franklin, II	Runabout-3	2750	Lincoln	Coupe-2	5100
Chevrolet	Landau	765	Franklin, II	Coupe-3	2700	Lincoln	Sedan-7	5100
Chrysler, 4-58	Touring-5	845	Franklin, II	Rumble Seat Cpe-5	2825	Lincoln	Limousine-7	5300
Chrysler, 4-58	Spl Roadster-3	890	Franklin, II	Sedan-5	3090	Lincoln	Berline-4	5600
Chrysler, 4-58	Coupe-3	895	Franklin, II	Sport Sedan-5	3225	Lincoln	Limousine-7	6000
Chrysler, 4-58	Coach-5	935	Franklin, II	E D Limousine-7	3275	Lincoln	Brougham-7	6400
Chrysler, 4-58	Sedan-5	995	Franklin, II	Cabriolet-7	3275	Locomobile, Jr. 8	Touring-4	1785
Chrysler, 6-70	Phaeton-5	1395	Gardner, 6-A	Touring-5	1395	Locomobile, Jr. 8	Roadster-4	2150
Chrysler, 6-70	Roadster-2/4	1625	Gardner, 6-A	Roadster-4	1395	Locomobile, Jr. 8	Coupe	2265
Chrysler, 6-70	Coach-5	1445	Gardner, 6-A	4-Door Brougham-5	1545	Locomobile, Jr. 8	Brougham-5	2285
Chrysler, 6-70	Sedan-5	1695	Gardner, 6-A	Sedan-5	1595	Locomobile, Jr. 8	Sedan-5	2285
Chrysler, 6-70	Coupe-2/4	1795	Gardner, 6-A	deL Sedan-5	1795	Locomobile, 90	Touring-4	6500
Chrysler, 6-70	Brougham-5	1865	Gardner, 6-A	Cabriolet-2	1695	Locomobile, 90	Roadster-4	5900
Chrysler, 6-70	Imperial-5	1995	Gardner, 8-A	Roadster-4	1795	Locomobile, 90	Coupe-4	6950
Chrysler, 6-70	A Imperial-5	2095	Gardner, 8-A	Touring-5	1795	Locomobile, 90	Sedan-5	7300
Chrysler, 6-80	Phaeton-5	2645	Gardner, 8-A	Brougham-5	1895	Locomobile, 90	Sedan-5	7450
Chrysler, 6-80	Roadster	2885	Gardner, 8-A	Sedan-5	2095	Locomobile, 90	Brougham-5	7500
Chrysler, 6-80	Coupe	3195	Gardner, 8-A	Cabriolet-4	2095	Locomobile, 90	E D Limousine-7	7500
Chrysler, 6-80	Sedan-5	3395	Gray, O	Touring-5	595	Locomobile, 48	Sportif-4	7460
Chrysler, 6-80	Sedan-7	3595	Gray, O	Coupe-3	825	Locomobile, 48	Touring-7	7460
Chrysler, 6-80	Sedan Limousine	3695	Gray, O	Sedan-5	845	Locomobile, 48	Roadster-3	9660
Cleveland, 31	Touring-5	945	Gray, O	Royal Sedan-5	975	Locomobile, 48	Touring-Lim-7	9500
Cleveland, 31	deL Touring-5	1025	Hudson, Super 6	Phaeton-7	1250	Locomobile, 48	Brougham-5	10040
Cleveland, 31	Coupe-3	1035	Hudson, Super 6	Coach-5	1165	Locomobile, 48	Victoria-Sed-5	10050
Cleveland, 31	Sedan-5	1090	Hudson, Super 6	Brougham-4	1450	Locomobile, 48	E D Limousine-7	10050
Cleveland, 43	Touring-5	1145	Hudson, Super 6	Sedan-7	1650	Locomobile, 48	Cabriolet-7	10300
Cleveland, 43	Sport Touring-5	1295	Hupmobile 6, A	Touring-5	1325	McFarlan, 8-42	Sport-4	2650
Cleveland, 43	Coupe-3	1225	Hupmobile 6, A	Sedan-5	1385	McFarlan, 8-45	Touring-5	2650
Cleveland, 43	Sedan-5	1345	Hupmobile 8, E-2	Touring-5	1945	McFarlan, 8-47	Touring-7	2750
Cleveland, 43	deL Sedan-5	1595	Hupmobile 8, E-2	Touring-7	2045	McFarlan, 8-65	Sedan-5	3180
Cleveland, 43	Spl Sedan-5	1625	Hupmobile 8, E-2	Coupe-2	2345	McFarlan, 8-73	Coupe-4	3180
Cunningham	Roadster-3	6500	Hupmobile 8, E-2	Sedan-5	2345	McFarlan, 8-74	Brougham-5	3180
Cunningham	Sedan-5	8500	Hupmobile 8, E-2	Berline-5	2445	McFarlan, 8-75	Sedan-5	3180
Dagmar, 6-60	Roadster-4	1985	Jewett	deL Touring-5	1095	McFarlan, 8-79	Sedan-5	3180
Dagmar, 6-60	Victoria-4	1985	Jewett	Sedan-5	995	McFarlan, 8-67	Limousine-7	3280
Dagmar, 6-60	Sedan-5	2445	Jewett	deL Sedan-5	1095	McFarlan SV, 6-42	Sport-4	2650
Dagmar, 6-60	Petite Sedan-4	2900	Jordan, J	Roadster-4	1695	McFarlan SV, 6-45	Touring-5	2650
Davis, 92	Touring-5	1395	Jordan, J	Sedan-5	1845	McFarlan SV, 6-47	Touring-7	2750
Davis, 92	Roadster-4	1495				McFarlan SV, 6-65	Sedan-5	3180
Davis, 92	4-Door Sedan-5	1595				McFarlan SV, 6-73	Coupe-4	3180
Davis, 92	Imperial Sedan-5	1795						
Davis, 92	Berline Sedan-5	\$1795						

(Continued on Page 20)



## CADILLAC MAKES CUSTOM CHANGES

### New Windshield Is Seen On Models of Custom- Built Line

Chicago, Jan. 30.—Cadillac's exhibit lends a touch of brilliant color and beauty to the galaxy of cars in the Coliseum. Models of both the standard and custom-built lines are on view and have been continually surrounded by interested crowds, both here and at New York.

Changes in the custom bodies are to be seen for the first time at the show. A slanting front windshield and front post have been adopted, with a triangular glass between the post and the windshield frame. With this change the instrument board has been moved forward three and one-half inches and that amount added to the spaciousness of the front compartment. The front roof line is brought down to fit snugly against the new visor, which is shallower than in the previous cars.

A definite freshness in color schemes along with conservative restraint, which is today's vogue among owners of high grade cars, is shown in the Duco finish of the cars, which runs to browns and greens.

On all standard and custom closed cars walnut panels with boxed inlay of pewter are added on the belt just below the window opening of the doors. In the custom line the inlay is executed with an ornamental centerpiece. On the standard cars walnut molding is added around the windows.

The liveliness of contour in the custom cars is well exemplified in the five-passenger coupe. The lines are decidedly low. Availing themselves of the manifold possibilities presented by the 138-inch chassis, Cadillac and Fisher designers have created a coupe body of symmetry, charm and riding ease.

The rear deck incorporates a number of significant modifications of conventional design which contribute to the beauty of this model. The upper panels, moldings and fenders are finished in a Cleveland brown; the lower panels in tan. The interior trimming is a Bedford cord cloth to match.

As an example of their chauffeur-driven vehicles, the Cadillac people have included a custom seven-passenger imperial, providing in every detail of design, finish and appointment a fine regard for outward and interior charm. It is the dominant Cadillac model, affording full-passenger capacity with the ultimate degree of closed car refinements.

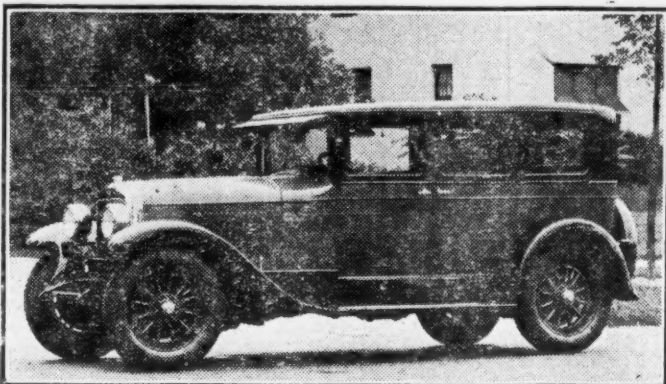
Identical in dimensions and appointments with the custom suburban, this car is further equipped with a plate-glass partition in the back of the front seat, completely separating the driver from the passenger compartment. This partition may be lowered to any point desired or dropped completely out of sight inside the seat.

At the purchaser's option the front compartment of the custom imperial is trimmed either in leather, or in cloth or mohair to match the rear compartment.

The upper panel, fenders and moldings of the imperial on display are finished in lily-pad green, the lower panels in a sedge green, with Coronado tan double striping on the moldings. Inside, the rear compartment is trimmed in snake-skin pattern broadcloth in color to match the Duco finish. There is broadlace paneling on the doors, a robe cord of silk, and the seat cushions are padded in down. The front compartment is finished in dark green aniline-dyed leather.

The Cadillac progress in open-car design is well shown in a recent transfer of all open cars to their custom line. The four-passenger custom-built phaeton gains sparkling beauty from its youthful lines. The 138-inch wheelbase gives it an imposing length and, combined with its alluring colors, a light, fleet gracefulness. The trunk rack at the rear and the basket-weave panels below the belt

**NEW CADILLAC FIVE-PASSENGER SEDAN**, one of the standard models which together with the custom built line is now on exhibit at the Coliseum.



on the rear doors are modish touches.

The body is finished in a desert sand color, with cane-work monogram panels. The moldings and fenders are box-elder green, with cream-colored striping on the moldings. The interior is trimmed in gray leather, and the top, made of the special cloth designed for Cadillac custom open cars, folds smoothly and compactly if desired.

In the standard seven-passenger sedan are shown the great forward strides of Cadillac body designers in adding fleetness to the lines. This model is generous in every

dimension, and furnishes the maximum of travel comfort. Its two auxiliary seats occupy the entire width of the car and will, if necessary, accommodate three passengers.

The upper panels are black. The center panel, including the space between the moldings on the front and sides and the upper part of the hood, is caravan brown; the lower panels Monson brown with a contrasted striping on the moldings. The car is trimmed in a taupe mohair velvet and burl walnut panels have been added to the doors.

#### REGISTRATIONS HIGH

Trenton, N. J., Jan. 30.—Complete registration figures in New Jersey for 1925 are as follows: Passenger cars, 357,816; commer-

cial cars, 111,122; omnibuses, 11,340; motorcycles, 7,736; dealers, 2,507; drivers' licenses, 661,316; total fees from all sources, \$10,515,323.40.

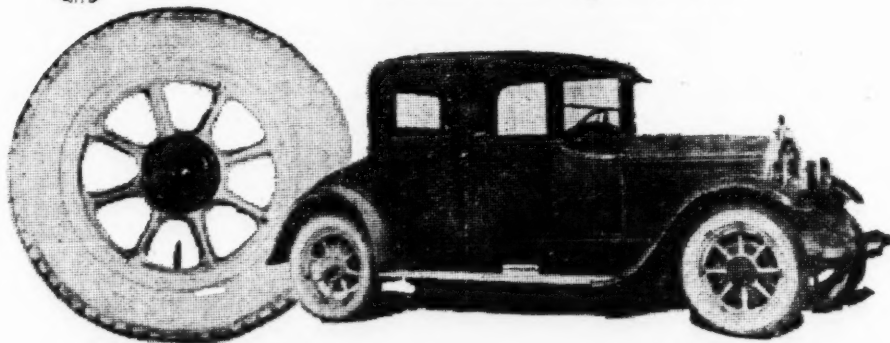
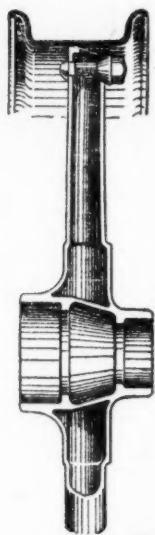


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## BRITISH EXPORTS SHOW INCREASE

### Almost 50% Higher in Pound Value, Fig- ures Indicate

London, Jan. 30 (U. T. P. S.).—The following comparison of the export values of British automobiles is illuminating:—

1922.....	£2,765,529
1923.....	3,899,001
1924.....	6,558,270
1925.....	9,270,090

For 1925 the actual figures for the first eleven months are only available so far and the figure for the whole year has therefore been estimated from the January to November figure of £8,496,460, so that it is quite possible that the figure given may be exceeded.

The advance made within four years is thus seen to be a notable one, but the figures are not, on their face, quite flattering to the industry, inasmuch as prices have been greatly decreased since 1922 and, consequently, the increase in the bulk of export is, in reality, much larger. That this is so is proved by the experience of two well-known manufacturing firms, reported to be now exporting eighteen times as many vehicles as they were early in 1924, though at very considerably reduced prices.

Where are these increased exports going to? Largely to the outlying parts of the British Empire, Australia in particular. Of the 1924 exports of £6,558,270, the large proportion of £4,912,198 represented sales made within the empire, Australia alone being credited with £1,630,000. The new Australian tariff will place British automobiles in a considerably more favorable position than did the old one, so that the British manufacturer will certainly increase his business in that market.

It amounts to this, that the reimposition of the McKenna duties has assured the British automobile industry of a certain market for its output, for it would be an extraordinary thing if foreign competition in the home market could not be safely countered from behind the protection of a 33 per cent. tariff wall.

Being assured of the bulk of the local business the manufacturer can now set about improving his models and reducing his prices, results which will make him a serious competitor in regions which have been for some years American preserves to a great extent. American models, with their high clearances, were considered to be preferable in certain parts of the British empire, but the British manufacturer is learning his lesson in this respect, also with the noticeable results shown by the export figures given.

We have it on the authority of J. D. Mooney, vice-president of General Motors Corporation, that "England provides the entire economic background needed to support the manufacture of motor cars that can compete successfully in the world's markets." It is simply a question of time, therefore, before America will find herself hardly pressed in certain of her export markets by British automobiles.

The British Empire overseas market will fall largely to the British manufacturer, first, and when he has secured there a much larger share of the business than he has now he will probably turn his attention to South America. A great deal of British capital is invested in numerous South American enterprises of one sort and another, and if it is true that trade follows the flag it is equally true that trade is influenced by money lent for public utility services and other purposes.

Many Britishers are engaged in commerce in the South American states and they are instinctively ambassadors for British goods quite apart from those they may handle in their daily work. It would therefore seem that as soon as the British automobile manu-

# Revised Prices of 1926 Passenger Cars

(Continued from Page 18)

Name of Car and Model Number	Type of Body and Seating Capacity	Price	Name of Car and Model Number	Type of Body and Seating Capacity	Price	Name of Car and Model Number	Type of Body and Seating Capacity	Price
McFarlan SV, 6-74	Brougham-5	\$3180	Paige	Sedan-5	\$1495	Star, 4	Roadster-2	\$525
McFarlan SV, 6-75	Sedan-5	3180	Paige	deL Sedan-5	1670	Star, 4	Touring-5	525
McFarlan SV, 6-79	Sedan-5	3180	Paige	deL Sedan-7	1995	Star, 4	Coupester-2	610
McFarlan SV, 6-67	Brougham-7	3280	Peerless, 6-80	2-Door Sedan-4/5	1495	Star, 4	Coach-5	695
McFarlan TV, 6-142	Sport-4	5400	Peerless, 6-80	4-Door Sedan-5	1595	Star, 4	Sedan-5	795
McFarlan TV, 6-145	Touring-5	5600	Peerless, 6-72	Phaeton-5	1895	Star, 6	Touring-5	695
McFarlan TV, 6-147	Touring-7	5700	Peerless, 6-72	Touring-7	1995	Star, 6	Coupe-2	745
McFarlan TV, 6-159	Sedan-5	6720	Peerless, 6-72	Roadster-3/5	2195	Star, 6	Coach-5	880
McFarlan TV, 6-160	Brougham-6	6720	Peerless, 6-72	Coupe-5	2295	Star, 6	Landau-Sedan-5	975
McFarlan TV, 6-173	Coupe-4	6720	Peerless, 6-72	Sedan-5	2395	Stearns-Knight, C	Touring-4	1875
McFarlan TV, 6-175	Sedan-5	6720	Peerless, 6-72	Sedan-7	2595	Stearns-Knight, C	Touring-5	1875
McFarlan TV, 6-176	Limousine-7	7110	Peerless, 6-72	Limousine-7	2695	Stearns-Knight, C	Coupe Roadster-3	2185
McFarlan TV, 6-177	Limousine-7	7110	Peerless, 6-69	Roadster-2	2995	Stearns-Knight, C	Coupe-5	2350
McFarlan TV, 6-154	Limousine-7	9000	Peerless, 6-69	Sedan-5	3495	Stearns-Knight, C	Brougham-5	2475
Marmon, 74	Roadster-4	3295	Peerless, 6-69	Sedan-7	3595	Stearns-Knight, C	Sedan-5	2475
Marmon, 74	Phaeton-5	3295	Pierce-Arrow, 80	Runabout-2	2895	Stearns-Knight, S	Touring-4	2395
Marmon, 74	Touring-7	3295	Pierce-Arrow, 80	Touring-7	2895	Stearns-Knight, S	Touring-5	2395
Marmon, 74	Brougham-5	3295	Pierce-Arrow, 80	Touring-4	3095	Stearns-Knight, S	Touring-7	2495
Marmon, 74	Coupe-4	3295	Pierce-Arrow, 80	Coach-5	3150	Stearns-Knight, S	Roadster-4	2750
Marmon, 74	Sedan-5	3295	Pierce-Arrow, 80	Coupe-4	3695	Stearns-Knight, S	Brougham-5	2750
Marmon, 74	Victoria-4	3295	Pierce-Arrow, 80	Coupe Landau-4	3820	Stearns-Knight, S	Sedan-5	2750
Marmon, 74	Sedan-7	3370	Pierce-Arrow, 80	Sedan-5	3895	Stearns-Knight, S	Coupe-5	3150
Marmon, 74	deL Sedan-5	3775	Pierce-Arrow, 80	Sedan-7	3995	Stearns-Knight, S	Sport Sedan-5	3250
Marmon, 74	deL Sedan-7	3850	Pierce-Arrow, 80	E D Limousine-7	4045	Stearns-Knight, S	Sedan-7	3350
Marmon, 74	deL Sedan Limou-5	3900	Pierce-Arrow, 33	Runabout-2	5250	Studebaker, Stand	Duplex Roadster-3	1125
Marmon, 74	deL Sedan Limou-7	3975	Pierce-Arrow, 33	Touring-4	5250	Studebaker, Stand	Duplex Phaeton-5	1145
Moon, A	Touring-5	1195	Pierce-Arrow, 33	Touring-6	5250	Studebaker, Stand	Sport Roadster-3	1235
Moon, A	Roadster-5	1395	Pierce-Arrow, 33	Touring-7	5250	Studebaker, Stand	Sport Phaeton-5	1255
Moon, A	deL Coach-5	1295	Pierce-Arrow, 33	Coupe-3	6800	Studebaker, Stand	Coach-5	1195
Moon, A	4-Door Sedan-5	1445	Pierce-Arrow, 33	4-Door Sedan-4	6900	Studebaker, Stand	C'ntry Club Coupe-3	1295
Moon, A	Cabriolet Road-5	1545	Pierce-Arrow, 33	Coupe Sedan-4	6900	Studebaker, Stand	Wool Trim Sedan-5	1295
Moon, A	4-Door deL Sedan-5	1595	Pierce-Arrow, 33	Sedan-7	7000	Studebaker, Stand	Sedan-5	1395
Nash Special, 232	Roadster-2	1115	Pierce-Arrow, 33	E D Limousine-4	7000	Studebaker, Special	Duplex Roadster-3	1395
Nash Special, 231	Touring-5	1135	Pierce-Arrow, 33	E D Limousine-7	7000	Studebaker, Special	Duplex Phaeton-5	1445
Nash Special, 235	Coupe	1165	Pierce-Arrow, 33	Limousine-7	7000	Studebaker, Special	Sport Roadster-4	1595
Nash Special, 233	2-Door Sedan-5	1215	Pierce-Arrow, 33	French Limousine-7	7000	Studebaker, Special	Coach-5	1445
Nash Special, 239	4-Door Sedan	1315	Pierce-Arrow, 33	Sedan Landau-4	7500	Studebaker, Special	Brougham-5	1695
Nash Special, 234	Sedan-5	1445	Pierce-Arrow, 33	French Landau-7	7500	Studebaker, Special	Victoria-4	1750
Nash Advanced, 261	Touring-5	1340	Pierce-Arrow, 33	E D Landau-7	8000	Studebaker, Special	Sedan-5	1895
Nash Advanced, 266	Roadster-4	1475	Pierce-Arrow, 33	Sedan Landaulet-7	8000	Studebaker, Big	Sport Phaeton-5	1575
Nash Advanced, 262	Touring-7	1490	Pierce-Arrow, 33	Coupe Landau-3	8000	Studebaker, Big	Duplex Phaeton-7	1775
Nash Advanced, 263	Sedan-5	1425	Pontiac, 6	Coach-5	825	Studebaker, Big	Club Coupe-5	1650
Nash Advanced, 269	Sedan-5	1525	Pontiac, 6	Coupe	825	Studebaker, Big	Sedan-5	1895
Nash Advanced, 265	Victoria-4	1790	Reo, T-6	Touring-5	1395	Studebaker, Big	Coupe-5	2045
Nash Advanced, 268	4-Door Coupe-4	1990	Reo, T-6	Roadster-4	1665	Studebaker, Big	Brougham-5	2095
Nash Advanced, 264	Sedan-7	2090	Reo, T-6	Coupe-2	1495	Studebaker, Big	Sedan-7	2145
Oakland, 6	Roadster-3	975	Reo, T-6	Sedan-5	1565	Studebaker, Big	Berline-7	2225
Oakland, 6	Touring-5	1025	Reo, T-6	deL Coupe-2	1565	Stutz, 8	Speedster-2	2995
Oakland, 6	Sport Roadster-4	1175	Reo, T-6	deL Sedan-5	1745	Stutz, 8	Speedster-4	2995
Oakland, 6	Coach-5	1095	Rickenbacker, 6	Phaeton-5	1755	Stutz, 8	Brougham-5	2995
Oakland, 6	Landau Coupe-3	1125	Rickenbacker, 6	Phaeton-7	1795	Stutz, 8	Coupe-2	2995
Oakland, 6	Sedan-5	1195	Rickenbacker, 6	Roadster-4	1795	Stutz, 8	Sedan-5	2995
Oakland, 6	Landau Sedan-5	1295	Rickenbacker, 6	Coupe Sedan-5	1695	Vellie, 60	Club Phaeton-5	1450
Oldsmobile, 6	Touring-5	875	Rickenbacker, 6	Brougham-5	1895	Vellie, 60	Roadster-4	1495
Oldsmobile, 6	deL Roadster-4	975	Rickenbacker, 6	Coupe Roadster-4	1925	Vellie, 60	Coupe-3	1450
Oldsmobile, 6	Coupe-2	925	Rickenbacker, 6	deL Coupe-4	1995	Vellie, 60	Brougham-5	1425
Oldsmobile, 6	deL Touring-5	980	Rickenbacker, 6	Sedan-5	2095	Vellie, 60	Royal Sedan-5	1750
Oldsmobile, 6	Coach-5	950	Rickenbacker, 6	Sedan-7	2195	Vellie, 60	deL Sedan	2150
Oldsmobile, 6	deL Coupe-2	990	Rickenbacker, 8	Phaeton-5	2155	Wills Ste.Claire, T-6	Phaeton-7	2385
Oldsmobile, 6	Sedan-5	1025	Rickenbacker, 8	Phaeton-7	2195	Wills Ste.Claire, T-6	Roadster-4	2800
Oldsmobile, 6	deL Coach-5	1040	Rickenbacker, 8	Roadster-4	2195	Wills Ste.Claire, T-6	Gray Goose Trav-5	2800
Oldsmobile, 6	deL Sedan-5	1115	Rickenbacker, 8	Coupe Sedan-5	2095	Wills Ste.Claire, T-6	2-Door Coupe-4	2985
Overland, 91	Touring-5	495	Rickenbacker, 8	Brougham-5	2295	Wills Ste.Claire, T-6	Sedan-5	3185
Overland, 91	2-Door Sedan-5	595	Rickenbacker, 8	Coupe Roadster-4	2320	Wills Ste.Claire, T-6	Cabriolet Road-4	3285
Overland, 91	deL Sedan-5	695	Rickenbacker, 8	deL Coupe-4	2395	Wills Ste.Claire, T-6	Sedan-7	3285
Overland, 6-93	Sedan-5	895	Rickenbacker, 8	Sedan-5	2495	Wills Ste.Claire, T-6	E D Limousine-7	3385
Packard Six, 126"	Touring-5	2585	Rickenbacker, 8	Sedan-7	2595	Wills Ste.Claire, T-6	4-Door Brougham-5	3400
Packard Six, 126"	Sport-4	2750	Roamer, 6-50	Tourer-5	1295	Wills Ste. Cl, 8C-68	Roadster-4	3185
Packard Six, 126"	Runabout-4	2785	Roamer, 6-50	Sport Tourer-5	1395	Wills Ste. Cl, 8C-68	Sedan-5	4085
Packard Six, 126"	Coupe-4	2585	Roamer, 6-50	Coupe-5	1395	Wills Ste. Cl, 8C-68	4-Door Brougham-5	4100
Packard Six, 126"	Sedan-5	2585	Roamer, 6-50	Coupe-2	1395	Wills Ste. Cl, 8C-68	Sedan-7	4100
Packard Six, 133"	Touring-7	2785	Roamer, 6-50	Sedan-5	1695	Wills Ste. Cl, 8C-68	E D Limousine-7	4285
Packard Six, 133"	Club Sedan-5	2725	Roamer, 8-88	Tourer-5	2495	Willys-Knight, 70	Touring	1295
Packard Six, 133"	Sedan-7	2785	Roamer, 8-88	Tourer-7	2595	Willys-Knight, 70	4-Door Sedan	1495
Packard Six, 133"	Sedan Limousine-7	2885	Roamer, 8-88	Roadster-2/4	2750	Willys-Knight, 6-66	Roadster-2	1750
Pack'd Eight, 136"	Touring-5	3759	Roamer, 8-88	Sport Tourer-5	2750	Willys-Knight, 6-66	Touring-5	1750
Pack'd Eight, 136"	Sport-4	3900	Roamer, 8-88	Speedster-2	2985	Willys-Knight, 6-66	Touring-7	1950
Pack'd Eight, 136"	Runabout-4	3950	Roamer, 8-88	Cabriolet-3	2950	Willys-Knight, 6-66	Brougham-5	2095
Pack'd Eight, 136"	Coupe-4	4650	Roamer, 8-88	Brougham-5	2895	Willys-Knight, 6-66	Coupe Sedan-5	2095
Pack'd Eight, 136"	Sedan-5	4750	Roamer, 8-88	Sedan-7	3285	Willys-Knight, 6-66	Coupe-4	2195
Pack'd Eight, 143"	Touring-7	3959	Roamer, 8-88	Spl Sedan-5	3485	Willys-Knight, 6-66	Sedan-5	2295
Pack'd Eight, 143"	Club Sedan-5	4890				Willys-Knight, 6-66	Sedan-7	2495
Pack'd Eight, 143"	Sedan-7	5000						
Pack'd Eight, 143"	Sedan Limousine-7	5100						

## ASSOCIATION DUES ON SLIDING SCALE

Seattle, Wash., Jan. 30.—The state executive board of the Washington Automotive Trades Association, comprising leading dealers and craftsmen of the entire state, has decided upon a reorganization, with a graduated scale of dues, ranging from \$20 per year for firms doing under \$50,000 business per annum up to \$100 for those doing in excess of \$750,000 gross per year.

facturers settle down to study the needs of the South American market and commence to produce the models which it prefers instead of those that they think it ought to, the existing small export business from Britain will rise steadily and continuously.

## HUDSON DEALER NAMED FOR UNION OF SO. AFRICA

Johannesburg, B. S. A., Jan. 30 (U. T. P. S.).—It is now definitely announced that the distribution of Hudson cars for the whole of the Union of South Africa will be in the hands of Bartle & Co., Ltd., and the various branches of their motor organization, which are nation wide. Mr. Callow, the managing director of the firm, who was recently in the United States, has just returned to South Africa.

## DATES ANNOUNCED FOR EUROPEAN RACE EVENTS

London, Jan. 30 (U. T. P. S.).—The chief European motor sporting events in 1926 are: April 25, Targa Florio; June 5 and 6, Speed trial at Fanoe; June 6, 1,500 c. c. Grand

Prix Penya Rhin; June 12, French 24-hour endurance trial; June 27, A. C. F. Grand Prix; July 3 and 4, Belgian 24-hour Grand Prix; July 25, Spanish Grand Prix of Europe; August 28, Light car Grand Prix, Boulogne; August 29, Bolloit cup race, Boulogne; September 5, Italian Grand Prix; September 25, Junior Car Club 200-mile race, Brooklands.

## 1926 OFFICERS PICKED BY EDMONTON DEALERS

Edmonton, Can., Jan. 30.—At the annual meeting of the Edmonton Automobile Dealers Association the following officers were elected for the ensuing year:—

President, George Riach, Chrysler; vice-president, Larry H. Higgins, Studebaker; secretary-treasurer, C. Lewis-Keeling, Jewett.

## DUBLIN MAY HAVE MOTOR SHOW WITH SPRING SHOW

Dublin, Irish Free State, Jan. 30 (U. T. P. S.).—Certain interests here are actively engaged in advocating the holding of a motor show in Dublin to coincide with the spring show held annually by the Royal Dublin Society.

It is pointed out that the Royal Dublin Society's spring show attracts thousands of visitors from the country districts as well as from outside countries.

Those interested—chiefly motor traders—are endeavoring to secure the holding of a motor show for all motor and motorcycle goods in the spring of 1926 and it is understood that Irish Motor Agents' Association is to give the matter early attention.



## Accessories Vie With Cars as Show Attraction

CHICAGO, Jan. 30.—Show visitors are according the displays of accessories, parts and shop equipment as much attention as the cars. Every year the significance of this part of the show has grown until this year it has reached a new peak of importance.

As at New York, the accessory sections here were crowded today with interested laymen and members of the trade. Exhibitors report buying sentiment is strong and that wholesale and retail business is expected to reach gratifying proportions.

Names of hundreds of likely prospects have been taken, orders have been booked in considerable volume, and new dealer connections made on an unprecedented scale for the opening day. Those who are attending this show seem motivated largely by business reasons and not so much by idle curiosity, as has been the case to a greater degree in past years. This attitude is one of the most welcome features of the show so far as the exhibitors are concerned.

The accessory and parts displays themselves have more color and life than are usually seen in this adjunct to the national exhibits. Greater attention has been paid to showing the items in an attractive manner, with richer backgrounds, more artistic settings and brighter colorings contributing to this desirable result.

One noteworthy feature which is helping to attract visitors to the accessory sections is the utilization of motion in some form to fix the notice of passers-by on the different exhibits. Nearly every booth has prepared an actual demonstration of some device which, by its gyrations, draws the eye irresistibly.

Lights flash, radiator shutters open and close, miniature cars ride over bumps controlled by shock absorbers, spinning wheels are stopped by brakes, everywhere is movement and action. Not only does the motion serve as a ballyhoo to direct attention to the booth, but it is a great aid in demonstrating the actual workings of the devices.

At perhaps no other show have so many new products been exhibited. The bulk of the 250 booths are featuring one or more items which are being introduced to the trade and public at the national shows. In addition, there are new models of well-known products and many improvements to standard lines. In the following brief descriptions we will touch on the salient features of some of the interesting items shown.

The AC Sparkplug Company, Flint, Mich., is exhibiting, among the many accessories of its line, a newcomer, the AC Oil Filter. This has the outward appearance of a vacuum tank and strains the oil through a cloth bag of special material. A new line of mufflers is also on view here.

Another Tungar battery charger has been brought out by the General Electric Company, Schenectady, N. Y. It is a two-ampere charger, and sells for \$18.

A high-pressure lubricator, driven by an electric motor, is shown by the Carr Fastener Company, Cambridge, Mass. This is designed for use by service stations in providing chassis lubrication, and delivers a pressure of 2,000 to 2,500 pounds.

An accessory involving a new principle is the Sho-Lite, on view at the booth of the American Chain Company, Bridgeport. A curved glass prism is attached to the headlights so that part of it is visible above. When the lights are lit a tiny glint will be seen in the prisms from the driver's seat.

Pines Winterfront Company, Chicago, is exhibiting, in addition to its Winterfront radiator shutters, a new model tire lock for Buick cars, known as R. & S.

Among the models of Moto-Meters shown by the Moto-Meter Company, Long Island City, N. Y., is a de luxe model embossed with

a laurel wreath design and having a gold dial.

An interesting new oil purifier is the Wall Oil Rectifier, made by the Rectifier Manufacturing Company, Chicago, which is standard equipment on the new Stutz. In addition to filtering the oil, it also distills it.

Gemmer Manufacturing Company, Detroit, shows a steering gear of the roller type, with an hour-glass worm. Increased efficiency is claimed for this type.

A Ford heater is being featured

by the Perfection Heater and Manufacturing Company, Cleveland. Instantaneous heating ability is claimed.

A device which will turn hand-operated radiator shutters into automatic ones has been brought out by the Metal Stamping Company, Long Island City, N. Y. It depends on the suction of the engine for its operation.

Bassick Manufacturing Company, Chicago, shows a lubricator for service stations which derives its operating force from compressed air. Squeezing a grip lever sends lubricant into the bearing.

Federal Pressed Steel Company, Milwaukee, has added a double-bar bumper called the Ambassador to its line. The bars have a rolled edge and nickel-plated bands.

The Stromberg automatic windshield wiper, operated by electricity, is a new offering of the Stromberg Motor Devices Corp., N. Y. C. It has two speeds and the pressure on the glass is adjustable.

Something new in the way of rear signals is the product of the

Swa-Bac Mfg. Co., Chicago. The Swa-Bac light has a pendulum below the license bracket which lights up and swings back and forth when the brakes are applied. It also signals right and left turns.

Round front bumpers and round fender guards have been added to the McKay bumper line of the United States Chain and Forging Company of Pittsburgh.

Models of the Hassler shock absorber for a number of popular makes are being shown by Robert H. Hassler, Inc., Indianapolis.

Operated by a pressure pump, instead of in conjunction with an air compressor, the Hardie car washer is claimed to give quick and effective results. It is made by the Hardie Manufacturing Company, Hudson, Mich.

Another new triple signal is exhibited by the Stover Signal Engineering Company, Racine, Wis. It is called a three-way signal and combines tail light, stop light and backing light.

The United States Air Compressor Company, Cleveland, has a new

car-washing outfit of two-gun capacity to show. This is operated by an air compressor.

The Supreme bumper, a three-bar model, is disclosed by the Monarch Bumper and Manufacturing Company. All bumpers in this line are now finished in a new non-rusting nickel plate. The process is called mona-plating.

A portable paint spraying outfit is seen in the booth of the Champion Pneumatic Machinery Company, Chicago. On a base equipped with castors are mounted the compressor, electric motor and tank.

Irving Arctic is the name of a hand-operated radiator shutter made by the Irving Engineering Sales Company of Buffalo. By means of the dash control it is possible to open the shutter to any degree desired.

The Owen Dyneto Corporation of Syracuse shows a new automatic windshield wiper whose operation depends on an oscillating

(Continued on Page 25)

# YOU'VE NEVER SEEN A FRANCHISE LIKE THIS —Because There Never Have Been Cars Like THESE!

## The New-Day JEWETT SIX has swept the country!

### from St. Louis:

"The pre-advertising of this new Jewett created tremendous interest and since advising the public that the New-Day car is actually here on display we have had a continuous stream of lookers in our showroom morning, noon and night. Among these lookers we have accumulated quite a number of live prospects. We are quite confident that this New-Day Jewett model will build a very solid foundation for sales and good will. We have on file a great many unfilled orders."

### from Greenville, S. C.:

"We have had a greater interest shown by the public in the announcement of this new model than in any new model heretofore presented. The advertising has been very effective and the comments on it have been good, one hundred per cent. We believe that we will all cash in big during the coming year."

### from Wheeling:

"Showing of New-Day Jewett today quite a success. Every one who rode in it very enthusiastic. Believe it is very car needed to make Paige contract most valuable of any."

### from Des Moines:

"A constant string of people are coming into our showroom. We are making it a point. Every indication points to this being the biggest year in history so far as Jewett is concerned in Iowa."

Paige and Jewett Motor Cars offer to alert and progressive motor car dealers opportunities for profit not to be found in any other franchise.

And because of the tremendously increased demand—coming from everywhere—for the New-Day Jewett Six and the newest and greatest Paige, there is room now in the widespread and prosperous Paige-Jewett dealer organization for some more high-grade business men.

This franchise practically blankets the automobile market. *Every one* is a likely prospect for one or the other of these two splendid new cars. The New-Day Jewett Six Sedan sells at \$995 f. o. b. factory—and attracts buyers of automobiles who want to spend all the way from \$750 to \$1250 for a car.

The Paige Sedan—at only \$1495 f. o. b. factory—competes successfully with the highest priced cars in everything that goes to make up real motor car value, and it simply outclasses all other cars near its phenomenal price.

See these cars at the Show—listen to the enthusiastic comments from those who visit the exhibit—talk with dealers who have been handling this line for years—then write the factory for complete information.

Remember—next year will be the biggest year in Paige history. You ought to make it *your* biggest year, too. A wire, call or letter will start things!

## The Newest and Greatest PAIGE— A Complete Triumph!

### from Cleveland:

"The New Paige was the sensation of the Automobile Show. We took retail orders for more new Paiges alone than we ever sold at any show before. We listed hundreds of prospects."

### from St. Paul:

"If anybody intimates that Paige cars are hard to sell, just tip it off to them that we have 17 bona fide Paige orders, the amount of lowest deposit being \$300.00, all sold without either a cut or photograph. This looks like real confidence in what the Paige is going to be like on the part of former Paige and Jewett owners, who made these deals with us, without seeing even a cut of the new car."

### from Milwaukee:

"At no time in the history of this company have we experienced such an enthusiastic reception of our new line of cars. The New Paige seems to be the center of interest which we can see from the actual orders taken up to last night, which amounted to thirteen cars."

### from Philadelphia:

"There was more activity in the Paige Booth this year than in any of the past twelve years that I have been with this Company. We actually sold and signed contracts at the Show for 22 cars. This is 150 per cent. greater business than we did last year, and I would say approximately 100 per cent. better than in any previous year. One of our community dealers tells us that he himself sold ten cars at the show. Among the other dealers there were many additional sales made."

PAIGE-DETROIT MOTOR CAR COMPANY, Detroit, U. S. A.



## "CAR OF FUTURE" DRAWS INTEREST

### Rickenbacker Presents a Model of Advanced Body Design

Chicago, Jan. 30.—Few visitors to the New York show missed an inspection of the Rickenbacker display and visitors to the Coliseum are also making sure that they see this booth. The attraction is a new super-sport model powered with a 100-horsepower eight-in-line engine capable of speeds in excess of ninety miles an hour.

In appearance it is totally different from the run of cars at the show. The body is scientifically streamlined to offer the lowest possible wind resistance. In the rear the body tapers to a long point extending well beyond the rear axle.

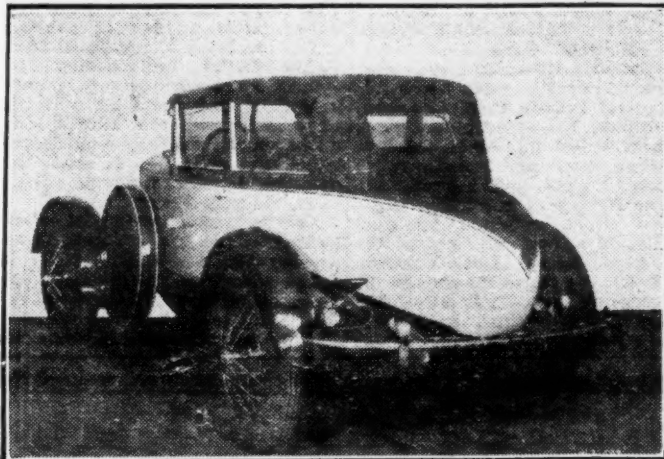
It is built on the standard Rickenbacker Eight chassis with the gear ratio changed to 3½ to 1. Ports also have been opened up and two separate carburetors and manifolds fitted in place of the single carburetor with dual jets. The car is a closed type with separate seats in front and a narrow seat in the rear which nevertheless will accommodate two persons. In place of the usual nicked headlights, radiator shell and other trim, these parts on the Super Sport resemble burnished copper.

Models on the six-cylinder and eight-cylinder chassis are also being shown by Rickenbacker. Standard types for both lines are the coupe-sedan, the four-door brougham and the five-passenger sedan. Because of the limited and highly special demand for the coupe roadster, phaeton and seven-passenger models, these will in future be built to order only.

The newest model, the coupe-sedan, is a two-door closed job, seating five. Doors are exceptionally wide, being 38 inches, and give easy access to the rear seat. Both front seats are collapsible. Space is arranged at the rear of the body for the installation of a large trunk. Body construction is fabric above the belt line and steel below.

Body equipment is luxurious and complete. A new type of door lock is employed by which one handle

**SPEED AND THEN SOME.** The very lines of this Rickenbacker Super Sport model suggest speed. It is scientifically streamlined, is capable of more than ninety miles per hour, and is claimed to be a forerunner of coming sport design. Its presence in the Rickenbacker booth is one of the reasons for the popularity of this space with show visitors.



serves as a door pull, to unlatch the door and to lock the rear and front doors so that the car cannot be entered from the outside. A new instrument board has been designed, in which the entire group of instruments is mounted together in the walnut panel. A gasoline gauge and clock are included in the layout.

Custom built fronts with ventilating windshields and automatic wipers are standard and body interiors are panelled and embellished with walnut and mahogany-finished woods. Silk shades, hand pulls and braided robe-rails are supplied as well as comfortable foot rests. Other items are latest-type window lifts, arm rests and a walnut molding along the top of the front seat on sedans.

On the eights, fenders of the Rolls-Royce type have been adopted and the front fender conforms closely to the wheel, thus giving a long running board. On the right running board is mounted a battery box and on the left a tool box.

Additional equipment is: motor heat indicator on dash, gasoline filter, cowl curb lamps, cigar lighter, trouble lamp and Hartford shock absorbers.

From the standpoint of appearance,

### PETROLEUM MARKETERS TO MEET APRIL 6 TO 8

Chicago, Jan. 30.—The National Petroleum Marketers Association will hold its spring conference at the Congress Hotel here April 6 to 8, it was announced today.

The three days of the meeting will be devoted principally to open forum discussion of subjects of interest to the trade.

### BEAVER COUNTY DEALERS ELECT 1926 OFFICERS

Rochester, Pa., Jan. 30.—The following officers were elected for the year 1926 by the Associated Automobile Merchants of Beaver County: President, Harry H. Cable; vice-president, Charles W. Wagner; secretary, James W. Doncaster; treasurer, Joseph H. Grandey; directors, Fred Ewing, H. H. Cable, Charles W. Wagner, Charles L. Kribbs, Waldo Mengel, Howard McCreary, and I. Sahli.

ance, all models except the sedans are now finished in duo-tone colors and refinements have been made in the contour of the radiator shell.

**BRITISH PROSPECTS BRIGHT**  
Washington, D. C., Jan. 30.—There has been a continued improvement in the automotive industry in Great Britain, production

and export of passenger cars, trucks and motorcycles having considerably increased over 1924, a report to the Department of Commerce states.

## MOTOR EFFICIENCY from now until May assured by a

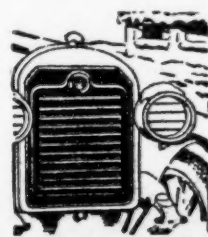


**PINE'S  
AUTOMATIC  
RADIATOR  
SHUTTER**

Nothing  
to remember  
Nothing  
you can forget

In hot weather *cooling* is what your motor needs, while in cold weather *warmth* is the essential thing. When summer wanes, if you cover the front of your radiator, overheating will soon burn up your motor.

What you need is to have the front of your radiator covered *only until your motor is hot*, and after that just enough air let in to keep the motor hot without overheating.



**WINTERFRONT**

—improves carburetion—makes car run better  
—reduces dilution—eliminates motors worn out prematurely  
—prevents cold feet—makes winter driving comfortable.

First cost is the only cost. For large radiators \$28; for medium \$25; for small radiators \$22.50; special for 25-26 Studebaker \$30.

**PINES WINTERFRONT CO., 411 N. Sacramento, CHICAGO**

Put on in 10 minutes by Dealers everywhere

Quality in the smallest  
hidden part

# OLDSMOBILE

PRODUCT OF GENERAL MOTORS

# SIX

HIGH IN QUALITY - LOW IN PRICE



## In New and Used Car Marts

### New Car Trade Reported Good

Evansville, Ind., Jan. 30.—All eyes here are turned to the Chicago Auto Show. Virtually every distributor and dealer will be represented at the Mid-West event.

The initial display of the new Willys-Knight Six "70" sedan and touring car had a marked bearing in stimulating sales interest for the week, according to E. E. Nolan, retail department manager, Ben-nighof-Nolan Company, Willys-Knight and Overland distributor-dealer.

Dealers generally report a slight improvement over the preceding week. Bad weather has been hampering sales totals. Closed models comprise the great bulk of sales. Dealers look for a goodly return in sales volume of new cars with the break in bad weather conditions.

### Closed Cars Lead In St. Paul Sales

St. Paul, Minn., Jan. 30.—The trend toward closed cars is becoming more marked in this city. Only in the smaller cars, such as Ford, Chevrolet, Overland and Star, does there now exist any even comparative parity between sales of open and closed models.

The rigorous winters of the Northwest, combined with the ordinary advantages and the constantly lowering prices of closed models, have combined to boost closed car sales to an estimated average of 80 per cent. of the total, according to a consensus of various dealers.

B. F. Powers, Palke-Jewett agency head, reports that during the last eighteen months he has sold only one open model new car, as against hundreds of closed cars.

The Midway Chevrolet Company reports demands for closed models at the present time approximating 95 per cent. of the total.

Ford cars are selling three to one, according to all the half-dozen agencies.

Hudson and Essex sales are 100 per cent. closed models.

Studebaker sales are not quite so heavily inclined toward the closed models, approximating 75 per cent., due to the convenience and adaptability of the patented curtains.

Dodge closed car sales outnumber open car sales five to one, according to Howard Moran, of the L. W. Jordan Company.

New car orders being currently received by all dealers are heavier than last year, they report; but not quite so heavy as during December, due to the imminence of the Twin City Auto Show, early in February. Buyers are holding off to a certain extent, waiting the appearance of new models.

### Toronto Business Reported Excellent

Toronto, Jan. 30 (U. T. P. S.).—Reports of several of the leading Toronto automobile sales firms show that the sales of new and used motor cars have been very satisfactory during the mid-winter period in this city.

W. B. Ainsworth, sales manager for Hyslop Brothers, Ltd., states that the sales of cars by his firm in this city during the last month totaled sixty-seven cars.

The firm of See & Duggan Motors, Ltd., which specializes in the sale of Ford cars only, reports the sale of fifty-four automobiles, new and used, so far in the present month. This firm states the sales of cars have been 50 per cent. more than the volume of the sales at this time one year ago.

### Glowing Prospects For Waco Trade

Waco, Tex., Jan. 30.—After an encouraging three weeks for new car sales, Waco dealers are predicting that while a booming sales period is unlikely, a paying business will be experienced.

## REPORTS ON USED CAR BUSINESS

Buffalo, N. Y., Jan. 30.—Used car sales are very satisfactory in the Buffalo district, for an ordinarily dull period. Interest in new cars having been stimulated through the show has a natural slackening effect on used car sales, but dealers who have concentrated on moving used machines have obtained satisfactory results.

Frank Kloefer of Kloefer Brothers has nothing to complain about in used car business, he said. Business of the past week compares very favorably with similar periods of the past few months, and sales ran higher than for the same week of a year ago. Used Buicks are in good demand, he reports.

Lee Abrams, Inc., had been doing some very effective display advertising in order to dispose of his stock of used cars and has reduced his stock to a minimum, he said. Rickenbackers are in best demand, while Chevrolets, which have been on the floor for some time, are creating some new interest, and they are second in volume of sales here. Fords are moving slowly. Mr. Abrams reports satisfactory business, and prevailing interest indicates a good spring trade in all classes of used cars.

The Buffalo Nash Corporation has cut the prices on all used cars to the lowest possible mark and are offering a money-back guarantee on all used cars sold. However, the new Nash is in such great demand that used models are being turned in on sales about as rapidly as old ones are taken from the floors, consequently the stock of used cars is proportionately heavy, according to G. H. Schubert.

Louis J. Kintz of the Western New York Sales Company said used car sales dropped off the past two weeks, due, he believes, to the fact that the company has stopped advertising, and that the show has stimulated interest in new cars.

### Little Demand for Cars in Evansville

Evansville, Ind., Jan. 30.—Little demand was evidenced during the week for used cars, according to reports of leading dealers. A protracted period of snow and cold weather was an added deterrent to sales.

"It is the quiet season. Used cars are little in demand, though conditions show some improvement over the same period of 1925," said L. J. Haynes, sales manager of the Wabash Valley Motor Company, Hudson-Essex distributor.

Mr. Haynes's survey is generally shared by other dealers, who look for a low market under prevailing weather conditions.

### Many Inducements Offered in Beloit

Beloit, Wis., Jan. 30.—The last week has seen a period of used car sales by local dealers in an effort to clean out stock that is slightly above normal for this time of the year.

The Ford dealer, J. H. Saris Auto Company, is advertising a big Ford sale, and reports but slight interest by used car buyers.

The Beloit Buick Company is making a special effort to clear out its big cars, and easy terms are emphasized in the selling appeal to the public.

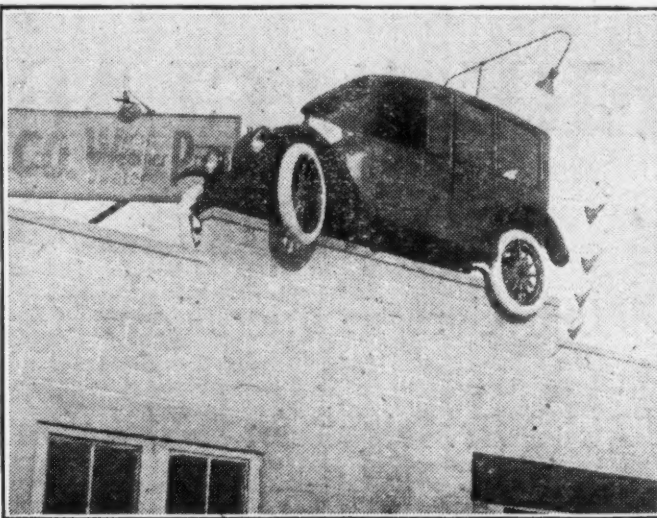
The Russell Motor Sales, Hudson and Essex dealer, is offering a free 1926 license plate with every sale. In addition, it is offering to store any car purchased now free of charge until spring, and allow the purchaser 5 per cent. on the money that he pays down.

### Springfield Market Glutted With Seconds

Springfield, Ill., Jan. 30.—A poll of the dealers in Springfield shows that there are now on hand about 400 used cars. This is almost twice as many as at the same time last year. Cars are not selling well, and with a big crop to be taken in when the spring buying opens up the dealers are beginning to wonder what to do with them.

Prices on used cars are lower in Springfield than in other cities in this section. There are twenty legitimate dealers here, which figures twenty used cars apiece. There are also about ten used car stands and "second-hand dealers."

**THE HIGH SIGN**—This unique method of advertising his business has brought unusual results to an ingenious garage owner of Revere, Mass. Travelers along Revere Beach Boulevard cannot fail to see it. (Underwood & Underwood.)



### HEADS STAR DEALERS

St. Louis, Jan. 30.—O. B. Riddle, president of the O. B. Riddle Motor Company, Star and Durant dealer, has been elected president of the St. Louis Star-Durant Dealers' Association, which was recently organized by five Star-Durant metropolitan dealers. Thomas Burgdorf of the Burgdorf Motor Company, is vice-president, and

Frank Givens of the Givens Motor Sales Company, Ferguson, Mo., is secretary and treasurer.

### GOOD CROPS, GOOD SALES

Seattle, Jan. 30.—All car dealers in the Yakima district report a greater demand for new cars than can be filled. This healthy condition is a direct result of the fine crops in that section the last year, and the good prices obtained.

## Mrs. Striving to Keep Down Upkeep

Kansas City, Jan. 30.—The motor car industry is centered on one problem—keeping down the cost of upkeep, says Sid Black, vice-president of the Cleveland Automobile Company, who has been in Kansas City on a business visit to the company's factory branch.

"Automotive engineers everywhere are at work on the all-absorbing question of lubrication, the prevention of wear and tear and the improvement of parts," Mr. Black said.

Mr. Black does not believe it is possible to further reduce the prices on motor cars in the medium priced class and still keep up the quality. He is optimistic over the prospects for the automotive business in this territory this year.

### TO MANAGE BRANCH

St. Louis, Jan. 30.—Harry R. Henry, until five years ago prominent in the automotive sales field in St. Louis, has returned here as city manager of the St. Louis Willys-Overland branch.

Every 2 1/4 seconds, somewhere in the world, some one buys a Dunlop Tire.

# Auto-Lite

## Starting, Lighting & Ignition

Millions of tests made daily by the motoring public for over a decade prove the supreme dependability and excellence of Auto-Lite starting, lighting and ignition.



## THE ELECTRIC AUTO-LITE COMPANY

Office and Works

TOLEDO, OHIO

The Sign of Auto-Lite Service  
A National Protection to Car Owners



## IS THERE A "CLASS" MARKET?

20,000,000 Cars in operation?

17,000,000 investors in stocks and bonds of various corporations.

15,000,000 telephone subscribers.

44,000,000 depositors in savings banks.

6,000,000 families own their own homes.

Is there such a thing as a "class" market for motor cars?

Perhaps.

But we KNOW there's a *mass* market--and--strange as it may seem to you--a NEW mass market, and TRUE STORY delivers it--more than 2,000,000 strong!

# True Story

*"The Necessary Two Million +"*

*"Greatest Coverage—Lowest Cost"*



# Keen Interest Shown in Chevrolet Display

## 1926 Line Has Been Improved Throughout

CHICAGO, Jan. 30.—Chevrolet, the largest producer at the show, and a dominant factor in the low-priced field, bids for 1926 business with an improved line-up, lower prices and the addition of a new closed model. Interest in this exhibit was accordingly keen, both at New York and during the opening session here. With the enhanced value Chevrolet is now offering, sales seem likely to outdo even the phenomenal record set up in the past twelve months.

The new model is a five-passenger landau, with body by Fisher. It has disc wheels and balloon tires as standard equipment, and the exterior finish is Arizona gray Duco. Gold striping sets off the body and wheels.

The effect of the landau windows is enhanced by the rounded lines and the sweeping landau bars of the leather-covered rear quarter. Rear seat footrests are provided and a one-piece VV windshield fitted. Accessory equipment is complete.

Engine and chassis changes are designed to give smoother performance, greater engine efficiency and easier riding.

The improvements of particular importance are the installation of lighter pistons and pins, adoption of three-point motor suspension, redesigning of the engine head, improving the motor lubrication system and the addition of an air cleaner.

Chevrolet engineers claim that the long, specially designed, semi-elliptic springs effectively cushion the new car against road shocks, and that more positive lubrication is provided by the new engine oiling system. The oil pump is now located in the crank case, where it is driven by noiseless spiral gears from the shaft.

The new design of the motor head gives a larger cooling area around the valves with consequent advance in valve efficiency and valve life, it is stated.

In addition to the new landau, the Chevrolet closed line now includes a coupe, coach and sedan. All have bodies by Fisher.

The coupe and landau are finished in the new Arizona gray Duco, with interior decorations and velour upholstery to match.

The new finish of the coach is Bloomfield gray, while the sedan is of Algerian blue.

Rear seat footrests are provided in the sedan and landau sedan. The front seat of the sedan has been given a slight additional tilt which affords greater comfort to front seat passengers and increased leg room to those in the rear seat.

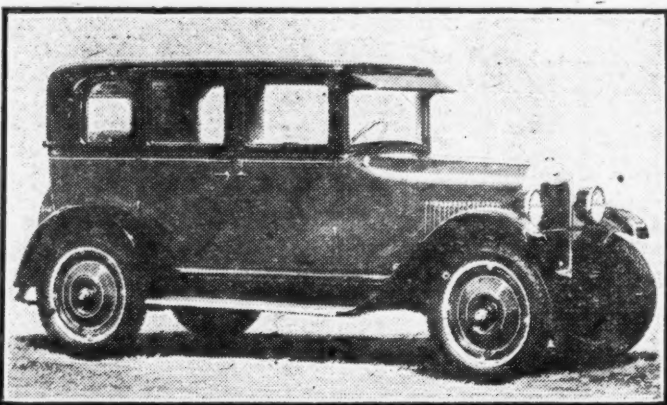
Complete equipment is carried on the closed line, including the VV one-piece ventilating wind-

### SPANISH FIELD PROMISING

Washington, Jan. 30.—Commercial Attache Cunningham, stationed at Madrid, has advised the Department of Commerce that the current year should be the best in the history of Spain for American automobile manufacturers on account of superior organization and new financing arrangements.

The only unfavorable feature, he pointed out, is the promotion of national automobile manufacturing by a recent decree of the Spanish government.

**ADDED TO CHEVROLET LINE.** Visitors to the Chevrolet booth are according this new five-passenger landau sedan close inspection. Its Fisher body is finished in Arizona gray Duco embellished by gold striping. The leather rear quarter and decorative irons give a distinctive touch.



### AUTOMOTIVE DUTIES IN IRELAND SHOW BIG GAIN

London, Jan. 30 (U. T. P. S.).—Though trade is popularly supposed to be in a very depressed condition in the Irish Free State, the revenue derived from duties on automotive vehicles in recent months has been greater than in the similar period of last winter. By the end of the fiscal year, in March, it is anticipated that £350,000 will have been collected in duties.

shield, parking lamps, sun visor, automatic windshield wiper, dome light, silk roller shades and Ternerstedt fittings.

Gum-mental gray Duco finish is retained on the two popular open models, the touring and roadster. The rear compartment of the roadster body has been altered to permit a greatly increased luggage capacity. The compartment cover opens at the level of the car floor. The cover is removable to permit substitution of a light delivery body.

### ACCESSORY SHOW BIG ATTRACTION

(Continued from Page 21)

unit driven by electricity. It can be had with a tandem wiper if desired.

A new round bumper, provided with spring loops, is on view in the space of the Wolverine Bumper and Specialty Company, Grand Rapids, Mich. It is called the Majestic.

In the display of the Gabriel Snubber Company, Cleveland, is shown a snubber designed for Ford cars. Only one of these is necessary for each Ford spring.

A new model jack is being shown by the Yellow Jack-It Manufacturing Company, Chicago, known as the Yellow Jack-It Bus Jack No. 6. It has a minimum height of only 6 inches and a maximum height of 20 1/4 inches. The long body and handle enable it to be used with overhanging bodies.

Bassick Manufacturing Company, Chicago, is also showing a line of spring protectors. They are made of special fabric coated with a protective substance, and the ends are fitted with metal-sealed joints.

The U. S. Light & Heat Corporation, Niagara Falls, N. Y., have an interesting display of their car and radio batteries.

In the booth of the Staynew Filter Corporation, Rochester, is seen a graphic representation of the workings of the Protectomotor air cleaner.

The Levelizer, a shock absorber developed by the American Chain Company, Bridgeport, Conn., is one of the features of this company's booth.

Kellogg Manufacturing Company, Rochester, is showing its complete line of air compressors, rapid car washing outfits and air brakes.

An automatic wheel aligner with several novel features has been brought out by the Bear Manufacturing Company, Rock Island, Ill.

Rear fender guards are now included in the line of the Biflex Corporation, Waukegan, Ill., makers of Biflex and Halliday bumpers.

Byrne, Kingston & Co., Kokomo,

### NO GAS TAX LIKELY FOR N. Y. THIS YEAR

Albany, Jan. 30.—Legislative leaders have practically decided that no tax will be placed on gasoline this year. While they believe a 2-cent tax per gallon would be justified, as most states now have such a law, they feel that it would be imprudent at this time to cause further controversy over tax matters with a gubernatorial election this fall. The matter will be held over, it is said, until the 1927 Legislature convenes.

Ind., is showing its oil aerator and filter, its carburetors and Oil-Vac fuel feed system.

Besides its Harve stabilizers, the Continental Company, Springfield, O., is now making a gasoline cleaner.

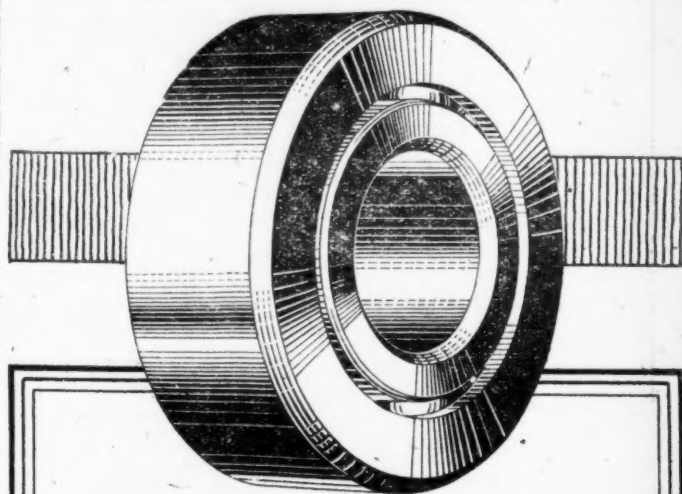
A new model cigar lighter is displayed by the Cuno Engineering Company, Meriden, Conn.

### Minn. Truck Owners Fight License Tax

Minneapolis, Minn., Jan. 30.—Minnesota Commercial Truck Owners' Association are preparing to carry into the United States District Court their attack on provisions of the state motor vehicle law setting a 10 per cent. license fee on commercial trucks, G. A. Will, association attorney, declared.

The State Supreme Court recently upheld the lower court supporting the law. Will says he is preparing to demand an order enjoining Mike Holm, secretary of state, from enforcing the law within a few days.

Truck owners contend the law is unconstitutional because it places trucks in three classes, with three different rates of taxation, thereby working discrimination against truck sales companies.



### Price Is Secondary to Quality in the Automotive Trade

THIS is proved by a 25% increase in the production of New Departure Ball Bearings since a year ago, this notwithstanding the fact that New Departures cost more to make than other types of anti-friction bearings.

### New Departure Ball Bearings

The New Departure output, already more than all other ball bearing companies combined, is thus increased by 20,000 QUALITY ball bearings a day.

**New Departures outsell because they excel.**

**The New Departure Manufacturing Company, Detroit, Bristol, Connecticut, Chicago**

*New Departures can save you 30 per cent. of your electric motor maintenance costs. We can prove it.*

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### CHICAGO AUTO SHOW FACTS

**Place**—Coliseum, Wabash Avenue and 15th Street.

**Time**—January 30 to February 6, inclusive; open from 10 a. m. to 11 p. m.

**Cars on Exhibition**—Forty-nine makes of passenger cars and eight types of taxicabs.

**Engine Equipment**—Gasoline motors, four, six and eight cylinders.

**Accessory and Parts Exhibitors**—250.

**Admission**—75 cents.

#### CARS ON EXHIBITION

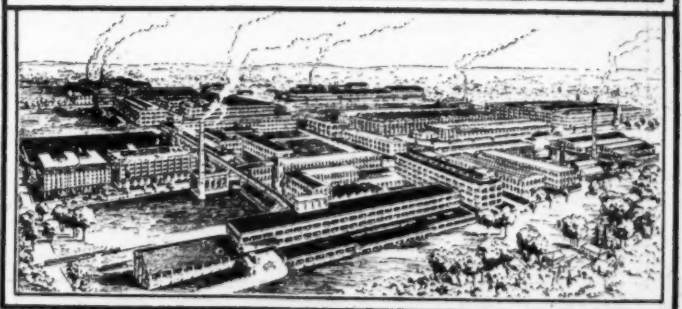
Ajax	Emax	Lincoln	Pierce-Arrow
Auburn	Flint	Locomobile	Pontiac
Buick	Franklin	McFarlan	Reo
Cadillac	Gardner	Marmon	Rickenbacker
Case	Gray	Moon	Roamer
Chandler	Hudson	Nash	Star
Chevrolet	Hupmobile	Oakland	Stearns
Chrysler	Jewett	Oldsmobile	Studebaker
Cleveland	Lexington	Overland	Stutz
Davis	Jordan	Packard	Vellie
Diana	Junior 8	Paige	Willis-St. Claire
Dodge	Kissel	Peelers	Willis-Knight
Elcar			

#### TAXICABS

Bauer	Dodge	Hertz	Luxor
Oakland	Reo	Willis-Knight	Yellow

The National Automobile Show is held under the auspices of the National Automobile Chamber of Commerce.

Samuel A. Miles, General Manager.





# Show Exhibitors and What They Manufacture

## Names and Addresses of All Exhibitors, Their Space Numbers at the Coliseum, and a Complete List of the Articles Which They Manufacture or Distribute for the Automotive Industry

### Passenger Cars

**AJAX.** Space 36. Six-cylinder passenger cars.

**AUBURN.** Space 46-47. Four, six and eight cylinder passenger cars.

**BUICK.** Space 38. Six-cylinder cars.

**CADILLAC.** Space 28. Eight-cylinder cars, ambulances, hearse, armored cars and 150-inch wheelbase chassis for bus and delivery work.

**CASE.** Space 5. Six-cylinder cars.

**CHANDLER.** Space 41. Six-cylinder cars.

**CHEVROLET.** Space 29. Four-cylinder cars; one-ton truck listing at 1926, and commercial chassis listing at 1425.

**CHRYSLER.** Space 29. Four and six-cylinder cars.

**CLEVELAND.** Space 22. Six-cylinder cars.

**DAVIS.** Space 2. Six-cylinder cars.

**DIANA.** Space 44. Eight-cylinder cars.

**DODGE BROTHERS.** Space 31. Four-cylinder cars; panel side commercial wagons and screen side commercial wagons, 114-inch wheelbase chassis; panel side commercial cars on 140-inch wheelbase; station wagon, carry-all farm bodies, hydraulic dump trucks, taxicabs, 17 and 24 passenger buses; Graham trucks.

**DURANT.** Space 17 & 18. Six-cylinder cars.

**ELCAR.** Space 49. Four, six and eight-cylinder cars.

**ESSEX.** Space 35. Six-cylinder cars.

**FLINT.** Space 24. Six-cylinder cars; Road King delivery wagon; Flint Imperial taxicabs.

**FRANKLIN.** Space 22. Six-cylinder cars.

**GARDNER.** Space 12-13. Eight-cylinder cars.

**GRAY.** Space 19. Four-cylinder cars.

**HUDSON.** Space 32. Four-cylinder cars.

**HUPMOBILE.** Space 27. Six and eight-cylinder cars and Hupp taxicabs.

**JEWETT.** Space 34. Six-cylinder cars.

**JORDAN.** Space 51. Eight-cylinder cars.

**JUNIOR EIGHT.** Space 8-9. Eight-cylinder cars.

**KISSEL.** Space 42. Six and eight-cylinder cars, buses, trucks, fire engines, funeral cars, patrol wagons and ambulances.

**LEXINGTON.** Space 6. Six-cylinder cars.

**LINCOLN.** Space 45. Eight-cylinder cars; 150-inch wheelbase chassis suitable for funeral cars.

**LOCOMOBILE.** Space 8-9. Six and eight-cylinder cars.

**McFARLAN.** Space 1 & 7. Six and eight-cylinder cars and passenger car bodies.

**MARMON.** Space 19. Six-cylinder cars.

**MOON.** Space 44. Six-cylinder Moon and eight-cylinder Diana cars.

**NASH.** Space 36. Six-cylinder cars; one-ton and two-ton trucks; two and one-half-ton truck, with wide wheelbase; dump bodies; Quad four-wheel-drive trucks.

**OAKLAND.** Space 25. Six-cylinder cars and six-cylinder Oakland taxicabs; Pontiac six-cylinder passenger cars.

**OLDSMOBILE.** Space 24. Six-cylinder cars.

**OVERLAND.** Space 16. Four and six-cylinder cars; Spad light delivery truck.

**PACKARD.** Space 28. Six and eight-cylinder cars; Packard marine engines and Packard "1500" and "2500" aviation motors.

**PAIGE.** Space 34. Six-cylinder Paige and Jewett cars.

**PEERLESS.** Space 30. Six and eight-cylinder cars.

**PIERCE-ARROW.** Space 40. Six-cylinder cars; two-ton, three-ton, four-ton, five-ton and seven and one-half-ton trucks, three-ton, four-ton, five-ton and seven and one-half-ton tractor chassis; 190 and 220-inch wheelbase Model Z buses.

**PONTIAC.** Space 4 & 11. Six-cylinder cars.

**RED.** Space 33. Six-cylinder cars and taxicabs, Model S jitneys, Model S and Model U trucks, twenty-one-passenger buses.

**RICKENBACKER.** Space 18. Six and eight-cylinder cars.

**ROAMER.** Space 50. Six and eight-cylinder cars, eight-cylinder limousine taxicabs.

**STAR.** Space 17 & 18. Four and six-cylinder cars; one-half ton chassis for light delivery work.

**STEARNS-KNIGHT.** Space 43. Six-cylinder cars.

**STUDEBAKER.** Space 37. Six-cylinder cars, 155-inch wheelbase and 184-inch wheelbase bus chassis, 158-inch wheelbase hearse and ambulance chassis.

**STUTZ.** Space 48. Eight-cylinder cars.

**VALVE.** Space 21. Six-cylinder cars.

**WILLIS SAINTS CLAIRE.** Space 14 & 15. Six and eight-cylinder cars.

**WILLIS-KNIGHT.** Space 16. Four and six-cylinder Willis-Knight and Overland cars; Overland Spad light delivery truck; Willis-Knight taxicabs.

### Taxicabs

**Bauer Taxicab Manufacturing Company.** 117 East 30th St., Chicago. Space 57.

**Dodge Brothers, Inc., Detroit, Mich.** Space 56. See Dodge Brothers, automobile exhibitors.

**Lozier Cab Manufacturing Corporation.** 1804 Broadway, New York city. Space 57-A.

**Oakland Motor Car Company.** Pontiac, Mich. Space 55-A. See Oakland, automobile exhibitors.

**See Motor Car Company.** Lansing, Mich. Space 56-A. See See, automobile exhibitors.

**Willis-Overland Company.** Toledo. Space 52. See Willis-Knight, automobile exhibitors.

**Yellow Truck and Coach Manufacturing Company.** Chicago. Space 54-55. Type O-S "Yellow Merchant" yellow taxicab; Morris drivetrain sedan; trucks, buses.

### Accessories

**AUTOMOTIVE DAILY NEWS.** 25 City Hall Place and 1926 Broadway, N. Y. C. Chicago office, 158 North Michigan Ave.; telephone Central 5934.

**AC Spark Plug Company.** Flint, Mich. Space 161-173. AC spark plugs, speedometers and air cleaners.

**Ackerman, Blommer & Fony.** 1229 Holden Ave., Detroit. Window regulators and ventilators.

**Alax Wrench Corporation.** Elmhurst, N. J. Space 17. Quick adjustable and wrenches.

**Alert Alarm Company.** 900 North La Salle St., Chicago. Space 12. Sentra Condensometer and Sohn universal radiator cap.

**Ambu Engineering Institute.** 2632 Erie Ave., Chicago. Electric equipment, radio equipment, etc.

**American Chain Company.** Bridgeport, Conn. Space 119-121. Wood chains, Wood bumpers, Wood chain-jacks and American towing chains, Wood levelers, Wood tire lock chains and Campbell Hammerlock self-spreading cotter pins.

**Anti-Shall, Inc.** 190 East 42d St., New York city. Space 57. Device for preventing engines from stalling.

**Apex Sub-Carburetor Company.** 2333 North Illinois St., Indianapolis, Ind. Carburetors.

**C. Appel.** 1000 North 7th St., Philadelphia. Auto tops.

**Atlantic Yellowstone Pacific Hwy., Chamber of Commerce.** Sioux Falls, S. D. Space 202.

**Aut-O-Lantern Company.** 505 Finance Building, Philadelphia. Headlights.

**Automobile Direct.** 22 East 12th St., Cincinnati. Space 49 & 51-517. Trade Journal.

**Auto Tip-It Rack Company.** Jackson Building, Birmingham, Ala. Space 123. Structural steel rack for raising and tipping automobiles.

**Automobile Equipment Manufacturing Corporation.** 1908-12 Indiana Ave., Chicago, Ill. Space 193-200. Balloon bumpers for all passenger cars.

**Automotive Devices, Inc.** 119 Sussex Ave., Newark, N. J. Space 117. Stoplights and traffic direction signals.

**Banick Company.** Bridgeport, Conn. Space 191-192. Hood fasteners, hood handles, oil can holders, curtain rollers, door handles, interior hardware and door locks.

**Banick Manufacturing Company.** 2433 North Crawford Ave., Chicago, Ill. Space 218-225. Alomite chassis lubricating systems, Alomite-Zerk chassis lubricators, Gas-Co-Later gasoline filters, spring protectors, radiator condensers, Alomite airline lubricants, Alomite lubricants, etc.

**Bear Manufacturing Company.** Rock Island, Ill. Wheel aligners.

**Bendix Brake Company.** 401 Bendix Drive, South Bend, Ind. Space 130-131. Four-wheel mechanical braking systems.

**Beneke Manufacturing Company.** 31st and Rockwell Sts., Chicago. Space 134.

**Biffex Corporation.** Waukegan, Ill. Space 132. Biffex-Halladay bumpers in the following models: Imperial Boulevard, Bulwark Boulevard, Bulwark Traffic, New Rampart Boulevard, New Rampart Traffic, Corporal Boulevard, Corporal Traffic, Cadet Boulevard and Cadet Traffic; Hinged bumper brackets, and Biffex-Halladay rear-fender guards.

**Blitz Lubricating Corporation.** 250 West 54th St., New York city. Space 59. Centralized instant lubrication for automobile chassis in particular and other machinery in general.

**Bushnell Co.** 45 7th Ave., Long Island City, N. Y. Carburetors for Ford.

**Bowyer Forge & Tool Works.** Allentown, Pa. Wrenches of all types, vices, special service tools in alloy and carbon steels for production work and service work, drop forgings in alloy and carbon steels with certain machining and heat treating as required.

**Borg & Beck Company.** 6555 South Menard Ave., Chicago. Space 147. Clutches.

**Robert Bosch Magneto Company, Inc.** 122 West 64th St., New York city. Space 148. Magneto, flexible couplings, impulse couplings, constant voltage generators, electric starting motors, lighting switches, ignition coils, electric horns, spark plugs, lamps, hydrometers, ionized cable, headlight bulbs, and attachments for Ford, Packards, and other installations.

**Boyle Valve Company.** 5271 South Ada St., Chicago. Space 5. Never-grind silent poppet valves.

**Bunting Bros and Brown Company.** Toledo, O. Space 92. Piston pin bushings, steering knuckle and tie rod bushings, and spring eye and shackles, half bushings of phosphor bronze for all makes of American motor cars and trucks.

**Brown Spring Oiler Company.** 6311 Carnegie Ave., Cleveland. Space 31. Spring oilers; Traffic, and battery terminals.

**Budd Wheel Company.** Philadelphia. Space 150. Budd-Michelin disk wheels for passenger cars, trucks and buses.

**Bureau of Public Roads.** Washington, D. C. Space 243-252.

**Burns (Frank A.) Sales Company.** Bush Terminal Building, Brooklyn. Space 25. Elko Res polish for lacquer finish.

**Burns, Kingston & Co., Kokomo, Ind.** Space 99. Kingston carburetors, Oil-Vac fuel feeding systems, oil filters, and tractor and truck governors.

**C. G. Spitzer and Bussner Company.** Detroit, Mich. Space 61-62. Automobile bumpers.

**Carr Fastener Company.** 21 Ames St., Cambridge, Mass. Space 182-183. Dot high-pressure lubricating systems for automotive and industrial purposes; Dot fasteners for curtains, tire covers, slip covers, radiator covers and other automotive purposes.

**Carter (George E.) Company.** Cincinnati, Ind. Space 71-74. Wire-on molding, robe rails, etc.

**Champion Pneumatic Machinery Company.** 6184 South Chicago Ave., Chicago. Space 75-79. Complete line of air compressors and units adapted for gasoline filling stations, car washes, tire shops, automobile laundries and paint spray purposes; air and water service towers for use at gasoline filling stations.

**Chassis Lubricating Company.** Rahway, N. J. Myers magazine oilers for automatic chassis lubrication.

**Chilton Case Journal Company.** 50th and Chestnut Sts., Philadelphia. Space 34-45. Trade directory and journals.

**Clark Equipment Company.** Buchanan, Mich. Axles.

**Cleveland Hardware Company.** 4515 Lakeside Ave., Cleveland. Space 48. General line of drop forgings, machined rods and pins, ends, brake rod assemblies, springs and rebound clips, bus door controls, forgings for body work, etc.

**Cleveland Worm and Gear Company.** 2349 East 94th St., Cleveland. Space 214-215. Worms and gears for the automotive industry; worm gears, speed reduction units.

**Connecticut Automotive Specialties Company.** Bridgeport, Conn. Space 77. Electric cigar lighters; silver joints for speedometers and vacuum tank fittings.

**Continental Company.** Arden Building, Springfield, O. Space 4. Gas cleaners and Harve stabilizers.

**Continental Motors Corporation.** 12291 East Jefferson Ave., Detroit. Space 145-146. Red Seal Continental motors.

**Cox Corporation.** Wilkes-Barre, Pa. Space 153. Bill-Cox bumpers.

**Crawfeller Company of America.** 4323 Tacony St., Philadelphia. Space 151. Craver-offer and Craveroff.

**Cune Engineering Corporation.** 85 South Vine St., Meriden, Conn. Space 106. Electric cigar lighters and automobile ash receivers.

**Davison Steel Foundry Company.** Miami Chapel Road, B. O. R. Davison, O. Space 148. Davison steel wheels for solid and pneumatic tires.

**Detroit Carrier and Manufacturing Company.** 6635 Cement Road, Detroit. Tire carriers, spare tire locks and fairs.

**Duckworth Chain and Manufacturing Company.** Springfield, Mass. Space 61. Silent timing chains for front-end motor drives; power transmission chains of all kinds, and sprockets.

**Duce Corporation of Chicago.** 2538 South Park Way, Chicago. Space 210-211. Lacquer finish for motor cars.

**Dunham Corporation.** 220 East Ohio St., Chicago. Space 71. Thermostatic heat indicator, stop plates, aluminum heel rests, steering column braces, etc.

**Dunlop Tire & Rubber Company.** Buffalo, Tires.

**Eagle-Ottawa Leather Company.** Grand Haven, Mich. Space 95. Complete line of Colonial Grain upholstery leather.

**Eberhard Manufacturing Company.** 2724 Ten-nyson Road, S. E., Cleveland. Space 94. Auxiliary seat iron, body braces, bus seat pedestal, coach hangers, corner irons, door controls, footman loops, folding door hinges, folding steps, hood handles and fasteners, lamp brackets and license brackets for passenger cars and buses; body brackets, cab door hinges and locks, end seat hinges and chains, flare board irons, panel body door locks and hinges, stake pockets, stake rack fasteners and windshield hinges for commercial cars.

**Elipse Machine Company.** 18th Street, Elmira, N. Y. Space 149. Elipse Bendix drives and parts.

**Elze Mfg. Co.** 111 South Broad St., Philadelphia. Puncture remedies.

**Federal Motor Truck Company.** Detroit. Trucks.

**Federal Pressed Steel Company.** 59 Kears Ave., Milwaukee. Space 94-99. Brake drums for automobile trucks, hub flanges, brake drum backing plates, etc., for automobile and truck wheels, gasoline railroad section car wheels, miscellaneous heavy stampings, and Federal bumpers.

**Fisher Body Corporation.** General Motors Bldg., Detroit. Bodies.

**Fitzgerald Manufacturing Company.** Tarrytown, Conn. Space 43. Never-leak bound-edge cylinder head gaskets.

**First Owner List Company.** 418 Central Park West, New York city. List of fleet owners having ten or more cars (1,189 companies, 119,000 cars); list of Ford fleet owners having five or more cars (1,388 companies, more than 100,000 cars).

**Falther Auto Specialty Company.** 7014 Lake Ave., Cleveland. Space 181. Manual and vacuum type windshield cleaners.

**Frick Brothers.** 22 Flatbush Ave., Brooklyn, N. Y. Space 26. Elko Res polish for lacquer finish.

**Friend Manufacturing Company.** Canton, N. Y. Space 23. Friend Spray automobile washer.

**Fulton Company.** 123 74th Ave., Milwaukee. Aermore exhaust horns, Fulton pedal pads, steering wheels and service wrenches, and distributors of Kokomo glass products, Cooper specialties, etc.

**Gabriel Snubber Manufacturing Company.** 1497 East 44th St., Cleveland. Space 125. Gabriel snubbers for automobiles.

**Genco Manufacturing Company.** 761 South Pierce St., Milwaukee. Space 46. Complete line of bumpers and shock absorbers.

**Genger Manufacturing Company.** 2425 Merrick St., Detroit. Space 159. Steering gears for passenger cars, trucks and buses.

**General Electric Company.** Schenectady, Space 139. Starting, lighting, ignition and battery charging cable; Testolite gears, automatic pistons for automobile starters, lamps, superchargers, traffic control signals; motor generator sets, pumps, resistance boxes, switches, meters and other electrical instruments and equipments.

**Gits Brothers Manufacturing Company.** 1940 South Kilbourne St., Chicago. Space 47.

**Graham Auto Products Company.** 656 Mackway Ave., Milwaukee, Wis. Space 238-239. Automobile accessories.

**Halladay (L. F.) Company.** Decatur, Ill. Space 133. Bumpers.

**Hamden Auto Top and Metal Company.** 31 Winter St., Springfield, Mass. Space 61-62. Hamden glass enclosures and permanent tops.

**Hansen Manufacturing Company.** Milwaukee. Space 281-282. Steering gears.

**Hardie Manufacturing Company.** Hudson, Mich. Space 285-287. Car washers.

**Hartford (Edw. V.) Inc.** Carbon Place, Jersey City. Space 91. Hartford shock absorbers.

**Hawley (Robert H.) Inc.** 1235 Naomi St., Indianapolis. Space 154. Shock absorbers.

**Hays Pump and Plaster Company.** Galva, Ill. Space 54. Electric Speed-Spray auto washers.

**Hayes Wheel Company.** Detroit. Wheels.

**Hercules Motors Company.** Canton, O. Space 188. Internal combustion, four-cylinder, four-cycle heavy duty engines in the following sizes: Model OX, 4x1-inch; K, 4x1 1/2-inch; L, 4x1 3/4-inch; G, 4x1 1/2-inch; TX, 6x1 1/2-inch, and TXA, 6x1-inch.

**Hewitt Rubber Company.** 240 Kensington Ave., Buffalo. Heavy-duty tires for truck and bus services, two types of balloon tires, including the new Hewitt Palmer tire, and a full line of high pressure cord tires, together with two grades of tubes.

**Hinkley Motors, Inc.** F. O. Box 330, Detroit. Space 192. Heavy-duty motors and the Himco power plant for Ford.

**Holmes (Ernest) Company.** 700 East Main St., Chattanooga, Tenn. Space 226-227. Holmes wreckers, towing poles, cantilever jacks, garage presses, V-bars and universal steering gear clamps.

**Honde Engineering Corporation.** 177 Winchester Ave., Buffalo. Space 128. Houdaille hydraulic shock absorbers and Scully spring protectors.

**Holstein Manufacturing Company.** Richland, Lebanon County, Penn. Space 243-4.

**Carl H. Hoyer Company.** 326 West Madison St., Chicago. Space 185. Kant-Rust spring lubricant.

**Illinois Iron & Bolt Company.** Carpentersville, Ill. Space 3. Chanson bounce absorbers, Auto Car heaters, motor testing cutouts and accessories.

**Illinois Society of Optometrists and Chicago Optometric Society.** 29 East Madison St., Chicago. Space 52.

(Continued on Page 28)







# Show Exhibitors and What They Manufacture

(Continued from Page 26)

**Imperial Brass Manufacturing Company,** 1208 West Harrison St., Chicago. Space 111. Brazing, welding, lead burning, soldering equipment, etc. Priming cups, drain cocks, compression couplings, strainers, primers, step plates, Tefalite signals, tire pumps, dash controls, etc.

**Improved Gauge Co.,** Syracuse, N. Y. Gauges.

**Indestructible Bumper Corporation,** 4515 North Clark St., Chicago. Space 51. Bumpers.

**Irving Engineering Sales Company,** 74 Jewett Ave., Buffalo. Space 63. Irving Arctic radiator shutters, Irving Ford water pumps, Yellow Jack-it jacks, and M&K Ford water pumps.

**Jones, Paul, Anthony Hotel,** Fort Wayne, Ind. Space 112.

**Juhasz Carburetor Corporation,** 244 West 49th St., New York city. Juhasz carburetors for any internal combustion engine, and the Juhasz gasoline strainer.

**Kehawke Manufacturing Company,** 419 South 6th St., Minneapolis, Minn. Space 8-9. Kehawke fire machines, tire lifts, tire repair systems, flexible shaft buffers of both the overhead and the bench type, valve base vulcanizers, 3-in-1 rim wrench and Hawkinson Jack attachments and patented patches and reinforcements.

**Kellogg Manufacturing Company,** Rochester. Air compressors, engine driven tire pumps and air brakes.

**King Seeley Corporation,** Ann Arbor, Mich. Space 154. Gasoline gauges.

**Kokomo Electric Company,** Kokomo, Ind. Space 88. Magneton, coils, battery ignition systems, etc.

**Laminated Shim Company, Inc.,** 14th Street and Governor Place, Long Island City, N. Y. Laminated shims and the Verna all-year-round shutter.

**Lipman Pump Works,** 2320 11th St., Rockford, Ill. Space 104. Air compressors, spray painting units, car washers, and portable penetrating oil units.

**Lisle Manufacturing Company,** Clarinda, Ia. Space 229. Valve refacing machines.

**Lorraine Corporation,** 341 East Ohio St., Chicago. Space 36-37. Lorraine and Lorco controllable driving lights for open and closed cars.

**Lovejoy Manufacturing Company,** 39 Brighton Ave., Boston, Mass. Space 96. Lovejoy hydraulic shock absorbers for passenger cars, buses and street cars.

**Majestic Sales Agency,** 2959 West Van Buren St., Chicago. Space 53. Sno-Flake polish, Irvin's cleaner, E Z Glo polish for Duco, Irvin's nickel polish, and Black Swan radiator seal.

**Metal Stamping Company,** 13th St., Long Island City. Space 80. Majestic spring bumpers, Lyon spring bumpers, Weather-King radiator shield and Pull-Vishon windshield wiper.

**Monarch Bumper Manufacturing Company,** 1622 East 42nd Ave., Detroit. Space 41 & 42. Monarch bumpers and fender guards.

**Morse Chain Company,** Detroit. Silent chains.

**Motor-Meter Company, Inc.,** 11 Wilbur Ave., Long Island City. Space 69-70. Boyce Motor Meters for indicating radiator temperature.

**Motor,** 119 West 40th St., New York city. Space 60. Monthly magazine.

**Motor Improvements, Inc.,** 365 Frelinghuysen Ave., Newark, N. J. Space 75-76. Purator, an oil purifying system for automobiles, trucks, tractors, marine engines and other internal combustion motors.

**Murray Body Corporation,** Detroit. Car bodies.

**Nacto Cleaner Corporation,** 2171 Madison Ave., New York city. Space 28-29. Nacto fabric cleaner, tar remover, carbon remover and slip cover wash.

**Naperville Machine Company, Inc.,** Naperville, Ill. Space 19.

**Nestler Rubber Fusing Company, Inc.,** Dept. DN, 245 West 55th St., New York city. Nestler rubber fusing process.

**New Departure Manufacturing Company,** Bristol, Conn. New departure ball bearings for all bearing points in passenger cars, trucks, buses, etc., of all load ratings.

**New Ulm Manufacturing Company,** New Ulm, Minn. Space 32. Aab's reamers, Aab's piston lining machine and Aab's 100,000-mile piston pin.

**Nichols & Lintern Company,** 7690 Lorraine Ave., Cleveland. Ventilators for motor cars and trucks.

**Nocar Sales Company,** 300 Madison Ave., New York city. Gasoline tonic (an improver).

**Noisom Auto Compass Company,** 321 South Michigan St., South Bend, Ind. Space 39. Automobile compass.

**Overhead Door Corporation,** Hartford City, Ind. Space 40. All purpose doors for garages, factories and warehouses.

**Owen-Dynets Corporation,** Park and Wolf Sts., Syracuse. Space 108. Starting motors and electric generators.

**Panyard Machine and Manufacturing Company,** 743 Beaubien St., Detroit. Space 33. Piston rings, regrooving machines.

**Parish Manufacturing Corporation,** Reading, Pa. Frames.

**Perfection Heater and Manufacturing Company,** 6545 Carnegie Ave., Cleveland. Space 126. Perfection motor car heaters.

**Pines Winterfront Company,** 404 North Sacramento Blvd., Chicago. Space 66-68. Winterfront automatic radiator shutters, pine, locks for spare tire and steel wheels, Steel-Hard padlocks and chains, Pines closed car heaters.

**Portland Cement Company,** 111 West Washington St., Chicago. Cement.

**William E. Pratt Manufacturing Company,** 190 North State St., Chicago. Space 65. Jacks for passenger cars, trucks and garage use, luggage carriers, door handles, tire pumps, wheel pullers, camp stoves, license brackets, tools, etc.

**Protectolite Company, Inc.,** 17 West 60th St., New York city. Space 160. Protectolite, an auxiliary lamp for illuminating the side of the road.

**Pyrene Manufacturing Company,** 560 Belmont Ave., Newark, N. J. Space 1-2. Pyrene fire extinguishers, Phenome hand chemical engines, Off-N-On tire chains for passenger cars, Pyrene truck chains, heat indicators, Chromine freeze-proof solution.

**Quaker State Oil Refining Company,** Oil City, Pa. Space 55. Quaker state, oils and greases.

**Radiator Specialty Company, P. O. Box 1318,** Charlotte, N. C. Space 12. Solder seal boiler compound and Solder seal radiator repair and cleaner.

**Ramspring Bumper Company,** 5025 Wabash Ave., Chicago. Space 103. Ramspring bumpers and Royal bumpers and bumperettes.

**Rawlings Company of America, Ltd.,** 1819 Broadway, New York city. The Rawlings instantaneous window lift.

**Rectifier Manufacturing Company,** 1112 South Michigan Ave., Chicago. Space 107. Wall oil rectifier.

**Rex Manufacturing Company,** Connersville, Ind. Space 156-157. Automobile tops, both permanent and California type; automobile inclosures and automobile bodies.

**Roffman Kim Co.,** Erie Bldg., Cleveland. Rims.

**Ross Gear & Tool Company,** Lafayette, Ind. Space 91. Steering gears of the cam and lever type for pleasure cars, buses and trucks.

**Rotary Lift Company,** Memphis, Tenn. Automobile lift for use in service stations, garages and repair shops.

**William L. Rowe, Inc.,** 250 West 57th St., New York city. General automotive accessories.

**St. Joseph Clutch Transmission Company,** St. Joseph, Mo. Space 247-248. Transmissions.

**Safe-T-Stat Company, Inc.,** 79 Bridge St., Brooklyn. Space 45. Safe-T-Stat dashboard motor heat indicator in two models.

**Safety Vulcanizer Company,** 1633 North Halsted St., Chicago. Space 10-11. Gas and electric vulcanizers, gas and electric tube plates for shop use.

**Salisbury Axle Company,** Jamestown, N. Y. Axles.

**Sartometer Sales Company,** 1819 Broadway, N. Y. C. Gauge for outside tanks.

**A. Schrader's Sons, Inc.,** 470 Vanderbilt Ave., Brooklyn. Space 55. Tire valves and accessories.

**Charles Schutte Body Company,** Lancaster, Pa. Automobile bodies.

**Sheridan, Richard M. & Co.,** 616 South Michigan Ave., Chicago. Space 7.

**Sherwin-Williams Company,** 601 Canal Road, N. W., Cleveland. Space 143-144. Paints, lacquers, varnishes, stains, enamels, dyes, chemicals, colors, disinfectants, insecticides, wood preservatives, dips, sprays, soaps, cleaners, polishes and wax.

**Sieg Company,** Davenport, Ia. Space 15-16. Warford transmissions for Ford trucks.

**Simplex Piston Ring Sales Company,** 1641 East 75th St., Chicago. Space 46. Piston rings.

**Skinner Automotive Devices Company, Inc.,** 1637 Lafayette Blvd., W. Detroit. Space 137. Skinner oil rectifying system.

**Snap-on Wrench Company,** 14 East Jackson Blvd., Chicago. Space 25-26. Snap-on interchangeable socket wrenches; Blue Point wrenches, chisels, bearing scrapers and other tools; Vacuum grip pliers and Little Wonder valve lifters.

**Solex Carburetor Company,** 23 West 60th St., New York city. Space 100. Carburetors.

**South Bend Lathe Works,** South Bend, Ind. Space 259-260. Lathes and shop equipment.

**Sparklets, Inc.,** 345 Madison Ave., New York city. Space 58. Jacks.

**Speednut Wrench Corporation,** State Lake Bldg., Chicago. Space 42. Quick adjustable wrenches for automotive purposes.

**Spicer Manufacturing Company,** South Plainfield, N. J. Propeller shafts and universal joints.

**Stafford, S. S., Inc.,** of Illinois, 322 West Washington St., Chicago. Space 203-204.

**Standard Filters Company,** 235 Elizabeth Ave., Newark, N. J. Space 261. Gasoline filters for all carburetors and all types of fuel feed.

**Staynew Filter Corporation,** Rochester. At the Commodore Hotel: Protectomotor air filter for automobiles, trucks, tractors and all types of internal combustion motors.

**Stewart Motor Corporation,** Buffalo. Space 6-7. At the Commodore Hotel: One ton to four ton trucks and chassis, 18-passenger sedan bus and 25-passenger bus chassis.

**Stewart-Warner Speedometer Corporation,** 1852 Diverser Blvd., Chicago. Space 174-192, 198-225. Speedometers, vacuum tanks, bumpers, rear fender guards, spotlights, horns, windshield cleaners, rear view mirrors, heaters, carburetors, odometers and shock absorbers.

**Storm King Electric Corporation,** Dry Harbor Road, Glendale, L. I. Space 139. Storm King electric windshield cleaners.

**Stover Signal Engineering Company,** Terminal Bldg., Racine, Wis. Space 113-114. Stover and Arrow-Lite stop signals, parking lights, etc.

**Stromberg Motor Device Company,** 68 East 25th St., Chicago. Space 123-125. Stromberg carburetors, shock absorbers, windshield wipers, gasoline filters and air cleaners.

**Sun Oil Company,** Philadelphia. Motor oil, gasoline, lubricating oils and greases, paint solvents and thinners, cutting oil and grinding oil.

**Super Polish Manufacturing Company,** 1304 Washington Blvd., Chicago. Space 245-246. Automobile polishes.

**Super Smart Studios, Inc.,** Wrigley Building, Chicago. Space 6. Custom-built monograms and Beautysgrams.

**Swa-Bac Manufacturing Company,** 4248 N. Western Ave., Chicago. Space 50. Swa-Bac stop light and direction signal.

**Taylor, C. A.,** Trunk Works, 678 North Halsted St., Chicago. Space 127. Automobile trunks and trunk racks complete with bumperettes.

**Ternstedt Manufacturing Company,** Detroit. Body hardware, etc.

**Thompson Research, Inc.,** 2196 Clarkwood Road, Cleveland. Space 135. A device for consuming carbon monoxide on every kind of automotive vehicle, which also furnishes a new source and volume of heat for closed vehicles.

**Trico Products Corporation,** 624 Ellicott St., Buffalo. Space 35. Trico automatic and hand windshield cleaners and rear view mirrors.

**Triple Seal Piston Ring Company,** 246 Sheridan Road, Chicago. Space 109. Piston rings.

**U-Kan-Plate Company,** 904 Walnut St., Philadelphia. Space 263. Silver-plating and nickel polish.

**United Sales, Inc.,** 9705 Cottage Grove Ave., Chicago. Space 110. United air cleaners for automobiles, trucks and tractors.

**Unity Manufacturing Company,** 224 North Halsted St., Chicago. Space 27. Automatic screw machine products, contract punch press work, contract machine shop work, spotlights, the Sport-Lite, Unity electric soldering iron.

**Up-to-Date Machine Works,** 2915 South Wabash Ave., Chicago. Space 206-209. Protectocap, a radiator cap; screw machine products.

**U. S. Air Compressor Company,** Cleveland. Space 213-215. Air compressors, paint spray equipment, etc.

**U. S. Chain and Forging Company,** Union Trust Bldg., Pittsburgh. Space 115-116. Automobile bumpers and tire chains.

**U. S. Light and Heat Corporation,** Niagara Falls, N. Y. USL storage batteries for automobiles and radio; USL electric arc welders.

**Vacuum Oil Company,** 61 Broadway, New York city. Space 86-87. Lubricating oils and greases.

**Veeder Manufacturing Company,** 20 Sargent St., Hartford, Conn. Space 90. Revolution counters, truck mileage records, etc.

**Volco Products Corporation,** 2031 South Michigan Ave., Chicago. Space 240-242.

**Walden Company,** 1114 South Michigan Ave., Chicago. Space 141. The Walden Fore-Lite.

**John Warren Watson Company,** 24th and Locust Sts., Philadelphia. Space 118. The Watson Stabilizer for motor cars.

**Waukegan Motor Company,** Waukegan, Wis. Space 124. Four and six-cylinder motors for bus, truck, taxi and automobile purposes.

**Weisman Luggage Manufacturing Corporation,** 325 West Fayette St., Syracuse. Weisman luggage, running boards, golf trunks, etc.

**Wellston Manufacturing Company,** Wellston, O. Space 97. Revolve all steel revolving auto parts, cases and stands.

**White Company,** Cleveland, O. Trucks.

**Whitney Manufacturing Company,** 237 Hamilton St., Hartford, Conn. Silent chains for motor front end drives, generators and starting and lighting devices, together with sprockets for this chain equipment.

**K. E. Wilson,** 10 Lock St., Buffalo. Space 14.

**Wire Wheel Corporation of America,** 1700 Elmwood Ave., Buffalo. Space 83-84. Buffalo wire and disc wheels in various types, sizes and furnishings for all makes of cars.

**Wisconsin Parts Company,** Oshkosh, Wis. Rear axles for motor trucks, buses, gasoline rail cars and road tractors. Front axles for trucks, buses and road tractors.

**Wise Industries,** 1033 Mount Elliott, Detroit. Acorn or cap nuts in steel, putter pencil for golfers, production nickel plating, Sherardizing and rust proofing.

**Wolverine Bumper and Specialty Company,** Grand Rapids, Mich. Space 110. Wolverine bumpers and fender guards for all cars.

**Wonderlamp Company,** 920 Fisk Building, New York city. Space 13. Electro-magnetic trouble light.

**Woodworkers Hardware Manufacturing Company,** 1201 Cortlandt St., Chicago. Space 24. Jewel Safe-T-Lite.

**Yellow Jack-It Manufacturing Company,** 551 West Monroe St., Chicago. Space 61-62. High-powered Yellow Jack-It jacks for automobiles, trucks and buses.

## ILLINOIS TOWN WHEEL TAX DECLARED LEGAL

Springfield, Ill., Jan. 30.—Last doubt about the legality of Illinois municipalities' wheel-tax ordinance was removed last week when Attorney Carlstrom advised Pontiac to go ahead with its proposed ordinance.

Pontiac recently adopted such an ordinance, but received so many inquiries about it that he addressed the attorney general's office for an opinion on the statute.

Mr. Carlstrom replied: "It appears now that there can be no question as to the rights of a city, village or incorporated town to pass the so-called wheel-tax ordinance." He cited the recent Supreme Court ruling in the Jacksonville wheel-tax case, a test proceeding, which fully sustained the ordinance and the statute under which it was passed.

## Gas Tax Funds Aid Road Work in Ct.

Hartford, Conn., Jan. 30.—During the six months ended January 1 a total of 109.47 miles of new roads were completed by contractors and accepted by the Connecticut Highway Department. This work, much of which was made possible by moneys collected under the gasoline tax, is the most productive in the history of the department.

In no other similar length of time, its records show, has such an amount of mileage been constructed in Connecticut. During the entire fiscal year ended last July 1 an aggregate of 113 miles was completed by the department. It is considered doubtful if the present year's mileage will be double the amount of the first six months of 218 miles, however, due to the winter weather and the length of time required for frosts to leave the roadbeds in the spring.

## CONNECTICUT TRUCKERS TO FIGHT AINEY BILL

New Britain, Conn., Jan. 30.—The Connecticut Motor Truck Association is raising a fund of \$5,000 and has retained Attorney Mason Mangum of Washington and West Virginia to fight against the passage of the Ainey bill in Congress, according to a statement made here by A. P. Marsh, state secretary.

Strenuous efforts are being made in Connecticut to defeat the bill and the efforts of the Connecticut truckmen are being greeted with letters of congratulation from all over the country. A letter offering co-operation was received yesterday by Secretary Marsh from R. H. Culbertson, traffic manager for the Washington Motor Freight Association with headquarters at Tacoma, Washington, offering the aid of the Pacific coast truckmen in the fight.

## New Code Should Prove Popular (?)

Olympia, Wash., Jan. 30.—The new state tax code contains one section that gives plenty of employment for all the idle hands in the Tax Commission, Department of Public Works and State Highway Department combined.

Under the new law, taxes by automobile transportation companies will be distributed on the same basis as are railroad assessments—on a mileage ratio. The valuation of motor stage lines will be divided between the counties in which they are operated, on the basis of the mileage in the stage routes.

The records of the Department of Public Works show the terminals between which the stage and auto truck lines operate, but the mileage covered can only be determined by the Highway Department. The division of tax receipts will be worked out by the Tax Commission.

## INDIANAPOLIS A. T. A. ELECTS 1926 OFFICERS

Indianapolis, Ind., Jan. 30.—J. E. McFarland of the Lathrop-McFarland Company was elected president of the Indianapolis Automobile Trade Association at the first meeting of the new board of directors. He succeeds C. H. Wallerich, who recently disposed of his motor interests in Indianapolis.

R. H. Losey of the Losey-Nash Company was elected vice-president; A. W. Hutchinson, Hutchinson Auto Company, treasurer, and Harry Sharp, Wangelin-Sharp, secretary. The new directors are Theodore Byrne, Citizens Motor Company; A. M. Jones, Jones-Whitaker Sales Company, and Mr. Sharp.

The directors also approved contracts for the holding of the Indianapolis auto show the week of February 15.



## ACCESSORY SALES SHOWING GAINS

Lights, Chains, Heaters Among Week's Leaders

MILWAUKEE, Wis., Jan. 30.—Spot lights, stop lights, parking lights and other auxiliary lighting equipment found a greater demand in the local motor accessory market during the week ended today than did any other class of merchandise, according to reports made by heads of several of the largest accessory houses in Milwaukee.

The business of the Times Square Motor Supply Company was bolstered considerably by the sale of a large amount of electrical household equipment which this firm carries in stock as a sideline.

Within the next few weeks, Art Kerper of the Western Auto Supply Company stated, road representatives from accessory manufacturers will visit this section of the country and orders will be placed for new spring goods. From the present time until the arrival of spring stock is expected to be a quiet period for the local dealers.

### KANSAS CITY

Kansas City, Jan. 30.—Severe winter weather has made this week a good one for the sale of chains, heaters and other winter lines. All dealers report more than a 100 per cent. increase on these lines for the week.

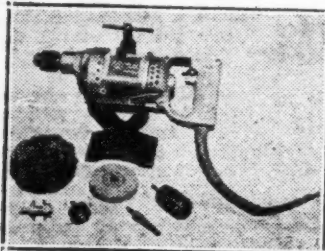
On other lines, sales also have been good. G. F. Beach of the Beach-Whittmann Company, says its sales on balloon type Gabriel Snubbers is more than 200 per cent. better than all its snubber business a year ago. He also reports a big run on Perfection heaters. Sales as a whole, he estimates, are 25 per cent. better than a year ago.

R. C. Allan, manager of the factory branch of the Stromberg Motor Devices Company, says sales on its line are showing a big gain for January. The branch was installed here last summer.

The Kansas City Auto Supply Company, the Western Auto Supply Company and the Peake Auto Supply Company all report satisfactory sales on accessories with gains of 15 to 40 per cent. over a year ago.

### Shop Equipment

TIRE REPAIR OUTFIT



The Black & Decker Manufacturing Company of Towson, Md., is marketing a new Fleming Tire Repair Outfit, consisting of a heavy duty 1/4-inch electric drill, 4-inch wire wheel brush with arbor, round nose rasp, taper rasp, 3-inch grinding wheel with arbor and stand for heavy duty 1/4-inch drill.

These tools are driven at 3,000 r. p. m. by the heavy duty drill.

The electric drill with the wire wheel brush is said to be particularly suitable for buffing insides of casings. The round nose rasp used on treads leaves an excellent surface for vulcanizing, it is claimed.

With the electric drill mounted on the stand, a convenient tube buffer is provided, and with the grinding wheel light grinding may be done and all edge tools sharpened, is the claim made.

## GERMAN ALLOY DISCOVERY TO CHANGE FINISH ON CARS

Special from A. D. N. Washington Bureau  
Washington, Jan. 30.—A German electrical engineer has discovered a method of alloying aluminum with other metals to produce materials for automobile bodies which will not show scratches, and will have both color and finish "built in," the Department of Commerce is advised by its commercial attache at Berlin.

The bureau for aluminum research reports, according to the advice, that the alloying metals penetrate aluminum bars to a depth of four-tenths of an inch. Aluminum alloys made by Herr Jiroka include those with copper, manganese, cobalt, zinc, lead, chromium, tin, gold, silver and nickel.

## ORIENT POURING IN ORDERS FOR OIL

Los Angeles, Cal., Jan. 30.—Southern California oil producers have felt a sudden upward leap in their orders from Chinese and Japanese purchasers, it was brought out here in a report of the Gilmore Oil Company. Advance bookings for December, January and February have shattered all previous records.

Boycott of British products by the Chinese breached the walls of conservatism hedging about the markets of that country, releasing an outflow of orders to California concerns.

## New Officers for O'Neil Companies

Milwaukee, Wis., Jan. 30.—New officers for the O'Neil Oil Company and the O'Neil Duro Company, formed by the splitting of the parent company, the O'Neil Oil and Paint Company, have been named here. The new O'Neil Oil Company will have a capital of \$1,000,000 with the following officers:—George F. O'Neil, chairman; Clyde H. Fuller, president; John W. Buss, executive vice-president; Arthur Schroeder, vice-president; Thomas F. Hyde, vice-president, in charge of country sales; Edward Pfeiffer, treasurer; Walter Franz, secretary, and James S. Harrison, in charge of city sales.

The new O'Neil Duro Company has purchased the plant of the Industrial Controller Company to expand its business in the manufacture of enamels, lacquers, and automobile body paints. George F. O'Neil is president of the O'Neil Duro Company, which will have a capitalization of \$300,000; James S. Motter is vice-president, and Arthur E. Franz, secretary.

### INDUSTRY EMPLOYS 1,000,000

London, Jan. 30 (U. T. P. S.).—Sir Harold Bowden, the inventor of the Bowden brake, and now intimately connected with the automobile industry, estimates that there are about 1,000,000 persons employed in the British motor trade and its allied industries.

## Would Use Illuminating Gas for Automobiles

By R. M. PETARD

A. D. N. Staff Correspondent

PARIS, Jan. 30.—The dearth of gasoline continues promoting the research of substitute fuels. Illuminating or city gas, already used during the war, especially in England, again comes to the fore, in France this time.

The French makers of a grade of compressed acetylene similar to the old American Prestolite have succeeded in storing compressed city gas in much lighter containers than heretofore deemed possible, and this at once was considered to offer sufficient possibilities for the Automobile Club of France to sponsor active research as to possible applications.

The "bottles" are being experimented to operate taxicabs driven by 2 3/4-inch bore, 4-cylinder motors. The results obtained show that an outfit weighing 150 pounds (including weight of bottles and weight of gas) will drive the taxi fifty miles in normal running, on an expense for fuel amounting to not

more than one-third of the cost of gasoline operation.

There is a possibility of depots being located at various points in the city of Paris where empty bottles will conveniently be exchanged for full ones, if the system proves satisfactory under more protracted tests and if it is found possible to so arrange the bottles in the chassis that their replacement be a quick and easy job.

Bottles would also be supplied to those private cars which, used exclusively in city work, could without inconvenience call for a new supply within the mileage limitations of a normal charge. It is said that this limitation is no different from that existing with electric cars, the development of which was only hindered by the very high cost of electric current in France.

### PACKARD SELLS WELL

London, Jan. 30 (U. T. P. S.).—A relatively large number of Packard cars have been sold in Britain during the past year by W. C. Gaunt & Co., 198 Piccadilly, London, W. 1., sole concessionaires, despite heavy taxation. The holding of a "Packard Week" is under consideration as a means of further stimulating sales.

# SUNOCO

## THE DISTILLED OIL

never  
fouled  
a spark plug  
and  
never will





## Dealer Activities

### USED CAR CONCERN ESTABLISHED IN DENVER

Denver, Col., Jan. 30.—Organization of a new firm known as the Auto Merchants, Inc., has just been perfected here. The concern, which will sell used automobiles, is composed of Frank C. Myers, local attorney; M. Thiele, automobile salesman; R. A. Gose and F. W. Dressie. Salesrooms have been established on Broadway.

### STAR DEALERSHIP OPENED IN ST. LOUIS

St. Louis, Jan. 30.—The Brown-Haller Motor Company, newly appointed Star dealer here, has just opened a showroom and service station in the central part of the city. The firm will also be master distributor of Durant parts. Members of the firm, which is a partnership, are S. W. Brown and Ben Haller.

### NAMED REO DEALER IN EAST ST. LOUIS

St. Louis, Jan. 30.—Louis Reichman has just become a Reo dealer in East St. Louis. He was a Reo dealer here from 1912 to 1917.

### CUPID BUSY ON COAST

San Francisco, Jan. 30.—Dan Cupid is getting into volume production at the Anderson-Smith Chevrolet headquarters here. Four men of this establishment have felt his sting since the first of the year. They are Walter Sword, assistant general manager; Tom O'Connor, branch manager; Louis Herfield, head of the service department, and Val Miner, salesman.

### CHEVROLET DEALER HAS CONTEST FOR CHILDREN

Indianapolis, Jan. 30.—A contest for school children here has been announced by the Marion Chevrolet Company. Prizes will be offered to the students submitting the greatest number of words containing the letters of the name "Marion Chevrolet," numbering fifteen. Dan V. Goodman, automobile editor of the Star, has been appointed judge of the contest, which will close February 15.

### TURKEY AND BEANS FARE AT CONTEST DINNER

Spokane, Wash., Jan. 30.—As the result of a sales contest, half of the March-Strickle Star sales force recently ate turkey, while the other half, the losing team, ate beans at an adjoining table. George K. March and the team captained by Jack Chandler were at the bean table, while R. L. Strickle and the team captained by Charles Stone were at the turkey table.

### BOTTERILL MEET

Denver, Col., Jan. 30.—Frank Botterill, Hudson-Essex dealer at Salt Lake City, spent last week in Denver visiting his brother, Tom Botterill of Tom Botterill, Inc., local Hudson-Essex dealer.

### NAMED LOCOMOBILE DEALER IN GLENDALE

Glendale, Cal., Jan. 30.—The Locomobile Company of California has just appointed Lloyd T. Ford of 115 West Harvard as dealer here.

Morris, Jay W. Swoebe, H. C. Schwartzbeck and Morrill C. Howe.  
Cleveland Reliable Auto Wrecking Company, Cleveland; \$5,000; to buy and sell used cars and do an auto wrecking business; Reuben Shapiro, Samuel Kaneser, D. Waldman, Forrest E. Wilson and M. C. Cerreza.  
Star Vulcanizing Company, 254 North 4th St., Steubenville; \$11,000; to deal in tires and tubes and do repair work; C. O. Cartledge, Helen L. McDougal, C. L. Etzwiller, E. Y. McDougal and W. T. Clark.  
Clay City Supply Company, Urbichville; \$500 shares, no par value; to deal in automobile supplies and accessories; Frank C. Rea, Walter R. Ritter, Elmer Ritter, Glen V. Brown and Robert Wilkin.  
Marshall Tire and Repair Company, Massillon; \$12,000; to deal in tires and operate a general tire repair business; G. S. Schaefer, F. Schaefer, O. E. Baad, Jonas Shilling and L. E. Lytle.  
Eph Dimmage Corporation, Middletown; \$50,000; to deal in tires and tubes and operate a tire repair shop; Eph Dimmage, Albert Dimmage, Sr.; Audrey Dimmage, Marian Dimmage and Harriet Dimmage.

### WEST VIRGINIA

Charleston, W. Va., Jan. 30.—The following companies have just been granted charters of incorporation in West Virginia:—  
The Laurel Line, Inc., Crichton; \$10,000; to engage in the transportation business and operate a bus line; W. G. Crichton, W. A. Gleason, N. J. Raina, A. C. Shuford and A. W. Black.  
Flat Top Motor Company, Bluefield; \$50,000; W. A. Light, M. L. Light, E. K. Bailey, B. H. Bailey and C. C. Frazier.  
Kanawha Motor Company, Charleston; \$25,000.  
Wickline Motors, Inc., Charleston; \$50,000.

## Personal Items

### MORRILL AND LORD BACK

San Francisco, Jan. 30.—Harry Morrill of the Chase-Morrill Company, Jordan representative here, and Harry Lord, Jordan dealer in Los Angeles, have both just returned to their respective businesses from an extended trip in the East. During their trip they visited the New York auto show and the Jordan factory, and were guests of E. S. Jordan several days at his home in Cleveland.

### CORNELISON IN DETROIT

Waco, Tex., Jan. 30.—Bob Cornelison, manager of the Packard-Scruggs Motor Company here, dealers for Packard, Hudson and Essex automobiles, is in Detroit attending a ten-day sales conference for Packard representatives at the factory. Mr. Cornelison planned also to spend some time at the Hudson and Essex factories. He is the president of the Automobile Dealers' Association of Waco.

ident of the Automobile Dealers' Association of Waco.

### BARBER SELLS INTEREST

Indianapolis, Jan. 30.—H. C. Barber has just sold his interest in the Barber-Warnock Company, Indianapolis Ford dealer, to his partner, C. O. Warnock. Mr. Barber has been a Ford dealer here eight years, and prior to that time was associated with the local factory branch of the Ford Motor Company. The name of the company will be changed to the C. O. Warnock Company.

### TITUS ON BUSINESS TRIP

Olympia, Wash., Jan. 30.—L. E. Titus, president of Olympia Motors, southwest Washington Ford distributor, is on an extended trip to Detroit and Chicago in the interest of his Seattle business, Northwest Appliances, automobile accessories. He expects to be in the Middle West for about a month.

# Free

### ADVERTISING SERVICE BUREAU

Carroll Rheinstrom, Director  
1926 Broadway, New York

Kindly enter my name as a subscriber to Keyed Copy. This is to cost me nothing—and obligates me in no way, now or ever.

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Company .....

Address .....

(Most subscribers give Home Address)

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## to men who advertise!

## a monthly service reproducing current successful advertisements and reporting their results in actual figures

YES — philosophy notwithstanding — this is one time in your life when you can really get something for nothing!

It is a little magazine—KEYED COPY, the name—that will bring you, each month, a collection of current successful advertisements and their results revealed in actual figures! Nothing like it has ever been published before. It is the first time in advertising history that any concerted attempt has been made to publish the RESULTS of advertising. Frederick C. Kendall, editor of Advertising & Selling Fortnightly, says, "It is advertising's most revolutionary movement in 15 years."

That is why nearly 2,000 big advertising men, each month, read Keyed Copy from cover to cover; 9 great universities use it for class room study; 40 famous advertising clubs receive it for lounge room discussion.

Study the meaty material in Keyed Copy, each month, and you, too, will form for yourself sounder standards of advertising procedure. Your own advertising, as a result, is bound to increase enormously in effectiveness!

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CARROLL RHEINSTROM, Director

MACFADDEN PUBLICATIONS, Inc.

1926 BROADWAY, NEW YORK CITY

Among Those Subscribing To This Advertising Service:  
Chandler Motor Car Co.  
Stuts Motor Car Co.  
George Batten Co.  
Frank Presbury Co.  
Cleveland Automobile Co.  
Western Electric Co.  
Paint & Varnish Assn.  
Penn Rubber Co.  
U. S. Rubber Corp.  
Goodyear Tire & Rubber Co.  
Firestone Tire & Rubber Co.  
Henri, Hurst & McDonald  
MacManus, Inc.  
N. W. Ayer & Son  
Wm. H. Rankin Co.  
Charles W. Hoyt Co.  
Westinghouse Co.  
Tide Water Oil Co.  
Standard Oil Co.  
Joseph Richards Co.  
Packard Motor Car Co.  
H. K. McCann Co.

Ridiculously large sums are constantly offered for Keyed Copy subscriptions. But it is only sent FREE.

The February issue contains the exclusive story and FACTS of the sensational Tydol "seal-the-pumps" campaign in New York. As the edition is limited to subscribers only, you will want to mail the coupon immediately.

(Keyed Copy is sponsored by a great publishing institution that believes that any force for the betterment of advertising must inevitably react upon all advertising factors.)

## Mail coupon

## SERVICE BUREAU

1926 BROADWAY, NEW YORK CITY

### Improvements

#### PLANS \$20,000 HOME

Rockford, Ill., Jan. 30.—Plans have just been announced by Earl Bengston, local east side Hudson and Essex dealer, for the erection of a \$20,000 building to house his sales and service, on 14th Avenue at 10th Street.

#### WILL ENLARGE QUARTERS

Buffalo, N. Y., Jan. 30.—The John J. Gibson Company, local Hupmobile distributor, will build additional quarters at once at 1196 Main St., the new structure to have an entrance also on Barker Street, around the corner. The Main Street site is 53 by 185 feet, and the Barker Street plot in the rear is 35 by 153 feet. This will give the company much more floor and office space than in its two present buildings, one in Franklin and the other in Main, and will also enable it to increase its service facilities.

### NEW INCORPORATIONS

#### NEW YORK STATE

Albany, Jan. 30.—Among the incorporations just filed with the secretary of state are:

Corliss Anderson Tire Corporation, New York; \$1,000,000; to manufacture tires for automobiles and other vehicles; Hiram C. Anderson, 2461 Frisbie Ave., Bronx; Albert F. Altman, 3321 Perry Ave., Bronx; James H. Marsh, 843 West 123d St., New York; Harry T. Anderson, Rockland Lake; William Frey, East Orange, N. J.; Ernest Carreras, 345 East 209th St., Bronx; and Charles J. Dietrich, 2461 Frisbie Ave., Bronx.

Comorogon Coach Corporation, New York; \$10,000; to operate stage or omnibus route; Benjamin Shapiro and Joseph Greenberg, of 1461 Broadway, and Louis Gossay, of 1921 7th Ave.

Charles J. Brust, Inc., Long Island City; \$10,000; general garage business; Charles J. Brust, 3704 38th St., Woodside; James Byrne and Olin A. Foster.

Jad Garage Corporation, Manhattan; \$50 shares, no par value; to conduct a garage business; Sol E. Ager, 227 Beekman Ave., Bronx; A. Dorsen and Emanuel Pollak.

Two Hundred and Thirty-one East 161st Street Corporation, Bronx; \$20,000; to deal in automobiles; B. P. and Charles Cornsall, 655 East Fordham Road, Bronx, and Charles Stein.

Midwood Manor Garage, Inc., Brooklyn; \$10,000; to operate storage house and garage; Joseph and Mildred Racanillo, 1393 Ocean Parkway, Brooklyn, and Angelo Capello.

L. Katz, Inc., Manhattan; \$20,000; to manufacture wagons, automobiles, springs and accessories; Louis and Rose Katz and Morris Nemet, all of 1698 Vyse Ave., Bronx.

Chateaugay Oil Company, Inc., Brainardville; \$20,000; gasoline and auto supplies; J. H. English, C. O. and F. J. English.

### Fire Losses

#### 24 AUTOS DAMAGED

Los Angeles, Jan. 30.—The Ming-Krause Garage and Paint Shop, 758 South Alvarado St., owned by the Morgan-Adams Company, Inc., has been partly destroyed, and twenty-four automobiles badly damaged by fire. The loss is estimated at about \$10,000.

#### GARAGE LOSS \$12,500

Janesville, Wis., Jan. 30.—Four motor trucks and an automobile were destroyed by fire here when the garage owned by Herman Krause burned to the ground with a loss of \$12,500, covered by insurance.

#### SIX CARS DESTROYED

Elberton, Ga., Jan. 30.—Fire has completely destroyed the granite building on College Avenue occupied by Smith's Garage. Six cars were burned. The loss is estimated at about \$10,000.

#### OHIO

Columbus, O., Jan. 30 (U. T. P. S.).—New incorporations of automotive concerns in this state are:

Miami Tire and Battery Company, Dayton; \$25,000; to deal in tires, tubes and batteries and do general tire repairing; Christopher J. Osborn, Earl S. Henselman, Elsie Henselman, Clara L. Osborn and George R. Murray.

Economy Accessories Company, Cincinnati; \$10,000; to operate a retail business in accessories, parts and supplies of all kinds; Walter G. Bertache, John P. Paschold, Elsie Graf, William C. Bertache and Louis J. Lipp.

National Tourist Camp and Tire Company, 419 South Walnut St., Troy; \$10,000; to operate a tire business and deal in all sorts of automotive accessories; Thomas E. Thorp, Jr., Joseph N. Horton, Myrtle Killian, Edna Thorp and Katherine Horton.

Commonly Sales and Service Company, Tiffin; \$20,000; to deal in cars, both new and used, and operate a service station and garage; Edward L. King, Harry R.



## SAUNDERS WANTS DRIVING LAWS

### Legislation Needed for Driveyourself Systems, Says Official

New York, Jan. 30.—Warwick Saunders, president of the Saunders Drive It Yourself Company, Inc., Kansas City, Mo., on a business trip to this city, announced that his company, in conjunction with the American Driveyourself Association and the Hertz Driveyourself System, was seeking enactment of legislation by the state and national governments to check fraudulent practices in connection with the operation of drive-yourself systems.

Proposed laws have been drawn up by the three co-operating parties which will be brought to the attention of Congress and the state legislatures with a view to having the substance of their proposals put on the statute books.

The suggested measures are designed primarily, says Mr. Saunders, to protect the public against unscrupulous companies engaged in the drive-yourself business and against the danger of putting cars in the hands of irresponsible persons. Some of the measures, too, are designed to protect the legitimate drive-yourself companies against improper use of their vehicles and to thwart attempts to defraud them.

In substance the proposed laws are as follows:—

1. Making it a misdemeanor to rent a vehicle with intent to defraud the hirer.
2. To penalize the renting of cars to persons known to be under the influence of liquor or drugs.
3. To check hirers of vehicles from tampering with the hub-diameter.
4. To penalize hirers who obtain cars on misrepresentation.
5. Fixing a punishment for refusing to pay for hire of cars.
6. Penalizing a person for abandoning a hired car.
7. Making it a felony to convert a hired car to one's own use without consent of the owner.
8. An amendment to the national automobile theft act to the effect that whoever permits another to operate a car he has hired without the consent of the owner will be guilty of a misdemeanor.

It is felt by Mr. Saunders that the enactment of the first seven of these laws by state legislatures and of the last by the national government would benefit the public at large, the customers of renting companies and the drive-yourself companies themselves.

The Saunders System is the pioneer concern in its field, and is the largest single operator of drive-yourself systems. Headquarters are in Kansas City, and there are eighty-six branches scattered through fifty-six cities in twenty states.

According to Mr. Saunders, there are at present some 100,000 vehicles engaged in this business, and three-quarters of this expansion has come within the last three years. Although the business is only ten years old, it has already reached enormous proportions, and is destined, thinks Mr. Saunders, for a still brighter future.

The Saunders System itself operates 2,000 cars at present, which will be increased to 6,000 within the next year. A gross business in the neighborhood of \$4,000,000 was done in 1925, and prospects are bright for a much larger gross in 1926.

The object of the drive-yourself business is to furnish transportation at retail. By this is meant that a person can buy as many miles as he wants, when he wants to use them, instead of buying miles by the wholesale, which he does when he purchases a car. Establishment of

## Truck Tire Dealers Assn. At Milwaukee Success

MILWAUKEE, Wis., Jan. 30.—The Truck Tire Distributors of Milwaukee, now in the second year of its existence, is reputed to be one of the most successful tire dealers' local organizations in the country. It is the first successful organization of tire men in Milwaukee.

H. O. Stenzel, secretary and treasurer of the organization and one of its most enthusiastic boosters, declared in a statement that the success of this organization in its activities along commercial lines proves conclusively the practicability of groups of this nature. He stated that the work of the association has been to promote clean business practices and to establish friendly business relations among the various dealers.

Credit information interchange has been one of the important offices which the association has filled. The listing of all obsolete and seconds and the making of these goods available to all members has been another important activity. Through the offices of the association all seconds are now sold as such and without guarantees. Association meetings are held semi-monthly and frequent joint meetings with branch managers are held.

The association now has a 100 per cent. membership, with every truck tire dealer in Milwaukee included in the association. Tire companies are giving full co-operation to the local association.

The officers of the association, named at a recent meeting, are: President, Harold Detienne of the Wisconsin State Rubber Company; vice-president, Stanley Geddes of H. S. Geddes, and secretary-treasurer, H. O. Stenzel of the Milwaukee Tire and Supply Company.

The fact that price cutting and other practices had made the truck tire business in Milwaukee a poor one was one of the factors which led to the organization more than a year ago. Several local tire dealers stated that they had at one time seriously considered dropping truck tires from their stock.

They stated that at the present time the local dealers possess a better mutual understanding, and as a result the truck tire line is one of the best to carry.

Steps are expected to be taken in the near future to organize truck tire dealers in territory about Milwaukee. Several local tire men are enthusiastic in the matter and it is expected that a new organization, built on the same lines as the Milwaukee group, will be formed in the near future.

systems in the principal cities and towns has enabled travelling people to obtain a car for their personal use whenever they are away from home. It has proved a convenience to persons who want a car only occasionally and to others who have need for an extra car now and again.

Business firms are utilizing the services of drive-yourself companies more and more. According to Mr. Saunders, the commercial business of his company has now surpassed in volume the personal or passenger side.

Careful investigations of persons applying for use of the cars are made, not only on the credit side, but on the score of their ability to handle a car, and as to their moral characteristics. Safeguards are thrown around the operation of the cars by the coverage of five kinds of insurance—liability, property damage, collision, fire and theft.

The Saunders company is able to operate on a small margin of profit because of the economies of wholesale management and because they are able to derive the utmost paid service from their vehicles.

**MEYER RECUPERATING**  
Buffalo, Jan. 30.—A. W. Meyer, Sr., head of the Meyer Motor Corporation, Studebaker distributor, is in Miami, Fla., recuperating after illness. He plans returning May 1.

### SARASIN 6-WHEEL TRUCK CONCERN TO BUILD PLANT

New London, Conn., Jan. 30.—F. E. Bunker of Boston, general manager of the Sarasin Six Wheel Truck Company, is in New London in an effort to obtain a suitable building that may be leased for the manufacturing plant of the company.

Mr. Bunker stated that the company earnestly hoped that it might find a suitable location in this city, inasmuch as the location is such as to meet the general requirements for the main plant.

The Sarasin truck is of a new patent featured by the short turn possible by new principles. It is designed for heavy hauling.

### ASSN. OFFICERS NAMED BY ST. LOUIS TIRE DEALERS

St. Louis, Jan. 30.—New officers of the Associated Tire Dealers of St. Louis have been installed as follows—Jesse G. Johnston, Johnston Brothers Tire Company, president; C. V. Quinn, Reid-Quinn Tire Company, first vice-president; Harry F. Schoellmeyer, Valley Motor Company, second vice-president; A. P. Woehrl, Beverly Rubber Company, treasurer; Joseph Delabar, Sternwear Sales Company, secretary; Joseph W. Keummerle, B. & K. Tire and Equipment Company, sergeant-at-arms. Director follow:—Arthur A. Guenther, Flynn-Guenther Rubber Company; Harry B. White, Merchants Tire Company; Louis B. Wyner, Universal Tire Company; Edward A. Colbeck, Colbeck Tire Company; W. Lew Bowcott, Square Tire Sales Company; Emil L. Meyer, Jr., Meyer-Kemp Tire Company; Ernest H. Steinmann, O'Fallon Park Tire Company.

### CLYNO PRODUCTION GAINS

London, Jan. 30 (U. T. P. S.).—An indication of the vogue of the small auto here is given by the statement of the Clyno Company that their output of autos per week is now as big as their production for the whole of 1923.

## U. S. TIRE EXPORTS FOR '25 HIGHEST

Washington, Jan. 30.—The volume of automobile tires, innertubes, solid tires and tire repair materials exported in 1925 from this country was greater than for any previous year for which quantity figures have been officially compiled, the rubber division of the Department of Commerce announced today.

Exports of scrap and reclaimed rubber were heavier than for any of the preceding three years.

American exports of all kinds of rubber products were valued at \$52,633,127 on the basis of preliminary returns, an increase of 29.6 per cent. over 1924, and 9.9 per cent. over 1923.

The report explains that about one-fourth of the 1925 increase is a result of increased prices in certain lines, presumably tires and tubes, caused by the higher prices of raw materials since the middle of the year.

It is estimated that tire exports from the United States, France, Great Britain, Canada, Italy, Germany, Belgium and Japan during 1925 numbered about 6,400,000, and the normal demand for 1926 will exceed 8,000,000.

The Star has the  
lowest priced six-  
cylinder car exhib-  
ited at the Show.  
Just imagine the  
interest and admira-  
tion of dealers from  
all over the country

Chicago Show Headquarters

Parlor G, 6 & 8, Congress Hotel

Low-cost Transportation

Star  Cars

Built by Durant Motors



## TWO NEW MODELS IN OLDS LINE

### Special Roadster and Coupe Increase Sales Appeal

CHICAGO, Jan. 30.—Oldsmobile's line has been supplemented by two new models, a de luxe four-passenger roadster and a multi-purpose coupe, and now consists of these body types: touring, sport roadster, sport touring, coupe, coach, de luxe coupe, coach de luxe, sedan and de luxe sedan.

With two types of every model, standard and de luxe, the 1926 line is prepared to meet the appeal of every taste. That it is a large factor in the field of low-priced sixes was indicated by the attention paid to the exhibit both in the Grand Central Palace and in the Coliseum here.

Bodies are mounted on the standard Oldsmobile chassis, which is continued practically without change. The engine is a six-cylinder L-head type, of forty horsepower, which has been thoroughly tested in the hands of thousands of owners.

The de luxe roadster is finished in sea fog gray and ocean blue Duto. The front seat is wide, deep and roomy. The rear, or drop seat, opens in the rear compartment. It

**IN THE DAYS THAT WERE.** In 1901, when this Oldsmobile advertisement appeared, automobiles were having a hard time making headway against the preference for horses. Besides pointing out the greater economy of the automobile, the ad calls attention to the Oldsmobile exhibit at the New York Automobile Show.



**Board, one year \$180.00**  
**Gasoline, one year \$35.00**

**Oldsmobile**

**Price \$650.00**

THE OLDS MOTOR WORKS, LANSING, MICH.

is 38 inches wide, and both seat and seat back have regular coil spring construction. Gray upholstery of real leather is used throughout, and the back compartment is finished the same as the front, including floor carpet.

The top is of tan khaki. The rear portion is secured by clasps, and this, together with the large glass window, can be raised and fastened to the roof of the top,

so as to make a four-passenger car. The top folds down close to the body, fully clearing the rear seat opening. A new step arrangement is used for access to the rear compartment. The lower step is fastened to the rear bumper and the upper is atop the right fender.

Standard equipment includes nickel-plated steel bumpers front and rear, automatic windshield wiper, rear view mirror, motometer, kick plates, snubbers all around, windshield wings, spot light, top boot and full vision side curtains. Steel disc or natural wood wheels are optional.

The coupe is of standard Fisher construction, metal sheathed on a rigid hardwood frame. The rear deck is symmetrical, adding to the size of the baggage compartment and also giving a low, graceful appearance to the car. The lower portion of the body is finished in Daghestan blue Duco, with black upper body.

Door windows, 25 1/2 by 16 inches, the Fisher VV windshield and a wide rear window give the maximum in vision and ventilation. The rear luggage compartment is of more than 15 cubic feet capacity. The large door opening is 24 by 40 inches, giving ample room for a trunk in addition to other baggage.

A compartment with a 10 1/2 by 12 1/2 inch door at the right side is ideal for golf clubs or long packages. Space for small packages is provided on the interior ledge behind the seat. The upholstery is in a neutral tone, heavy cord plush. The seat is wide and deep, and the high backs are at a comfortable angle for relaxation. Genuine Spanish leather upholstery in gray may be had at a slight cost differential.

A de luxe model is also shown. This is fitted at the factory with disk steel or natural wood wheels, nickel-plated steel bumpers front and rear, snubbers all around, rear vision mirror, spot light, lock motometer and bar cap and kick plates in addition to an automatic windshield wiper and other equipment which is standard on all closed models. The list price of the coupe is \$925; de luxe equipped, \$990. The de luxe roadster is \$975, f. o. b. Lansing, Mich.

### Franklin to Hold Custom Built Show

Syracuse, N. Y., Jan. 30.—The Franklin Automobile Company of this city will have a display of custom built Franklin cars at the Drake Hotel salon at Chicago in addition to its display at the Coliseum. A conference for Western dealers and another "president's luncheon" will be held at the Drake on February 3.

Among the executives leaving from the factory here this week for the Chicago show are S. E. Ackerman, sales manager; H. H. Goodhart, distribution sales manager; L. B. Benham, M. H. Carter, F. J. Leyerle, L. R. Hodge, K. C. Haven, L. R. Seibel, T. R. Keery, H. W. Quirt, B. H. Gilpin, E. S. Marks, Ralph Murphy and W. H. Emond.

## REFINEMENTS IN ELCAR'S NEW "8"

### Detailed Changes Made Throughout Engine And Chassis

Chicago, Jan. 30.—Detailed improvements have been made in the new series eight-in-line being displayed by Elcar in its booth at the show. Throughout the engine and chassis twenty-two distinct changes have been made, which are substantially as follows:—

Increase of 1-32 inch in thickness of frame steel. More rigid cross member in front.

Seven-passenger models are on 132-inch wheel base instead of 127, as in past.

All new bodies improved in construction and greatly improved in style—extra wide doors. Doors all flanged and special rabbeted. Lower roof construction.

Inside details of body and upholstery and trimming improved and elaborated. Very harmonizing in effect.

Special pattern instrument board with attractively grouped instruments. Filigree hardware inside, door handles, etc. Remote control door locks.

Full crown deep drawn pressed steel fenders with extra wide flanges.

Big improvement in Murco finish and in combination of colors.

Increase in size of motor now 3 1/4 bore and 4 1/2 stroke. More powerful and smoother than ever in operation.

Thermostat control built into cooling system, regulating more uniform motor temperatures.

Kingston oil-aerator and filter—reducing dilution by aeration—abrasives by filtration.

Gasoline strainer and purifier insuring elimination of water and dirt from gasoline.

New improved double-plate

clutch. Long make, insuring smoother and more rapid gear shifting and acceleration.

Heavier type Ross steering gear of improved design and perfect in control.

Complete Swan system of fuel control—manifold and carburetor.

Swan system produces better than fifteen miles to the gallon of gasoline on average running. From one to sixty-five and seventy miles with perfect smoothness. From five to twenty-five miles per hour in 6.5 seconds by stop-watch. Starts and hits on all cylinders, stone cold.

Last word in hydraulic brakes—improved cylinders and 15 1/2-inch drums, making practically 16 inches over all brakes—uniform and perfect in operation on all wheels.

Control of all lamps is conveniently located on steering column, and is a wonderful safety improvement.

New and highly improved electric gasoline gauge on instrument board.

Latest improved twin beam head lamps, of very pleasing design.

Four point engine suspension eliminating vibrations within the maximum driving range of the car. This construction insures an added rigidity throughout the entire chassis.

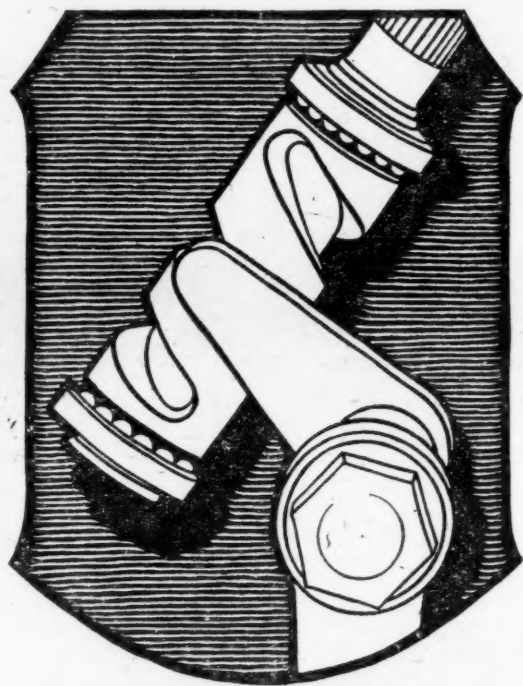
Improved oil-tight universal joint, requiring refilling only about every 5,000 miles.

Last, but by no means least, is the improved Bowen One-Shot automatic chassis lubricating system—pressure of foot on control button lubricates all important parts of the chassis.

### UNEMPLOYMENT WANING

London, Jan. 30 (U. T. P. S.).—

Less unemployment in the British motor industry was revealed in a recent statement made in Parliament. Compared with July 23, 1923, and November 23, 1925, the percentage of unemployment in Coventry fell from 10.2 to 4.1; in Wolverhampton, from 22.4 to 9.6, and in Birmingham, from 12.5 to 8.8.



# ROSS

CAM and LEVER

### STEERING GEARS

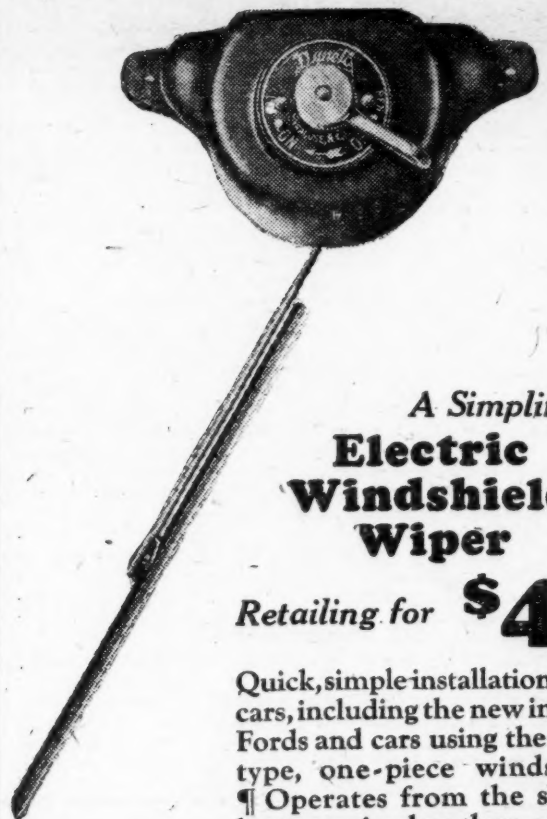
are standard equipment on more makes of cars, buses and trucks than any other gear . . . and every month brings new customers. The world demands easier steering and less road shock.

Ross supplies it.

Ross Gear & Tool Co., Lafayette, Ind.

[Coliseum ~ Space 91]

D Y N E T O



A Simplified  
**Electric  
Windshield  
Wiper**

Retailing for **\$4.50**

Quick, simple installation for all cars, including the new inclosed Fords and cars using the Fisher type, one-piece windshield. ¶ Operates from the storage battery, using less than one ampere—hardly as much as a tail light. ¶ A simple tandem attachment costing but \$1.50 additional is practical and popular.

Guaranteed to the limit by the Owen-Dyneto Corporation, Syracuse, New York, manufacturers for many years of high quality electrical equipment for America's fine cars.



## NEW CONTROLS ON 1926 REO

### Hand Brake Now Furnished and Gear Shift Changed

Chicago, Jan. 30.—Visitors to the Reo booth showed interest in a new sedan, the feature of which is the departure from Reo practice of long standing. This model is fitted with a hand brake, something new on Reo, which has formerly utilized a ratchet on the brake pedal for a parking brake.

Refinements have been made in both body and chassis by Reo, outstanding among the mechanical developments being the newly designed Reo safety control, a mechanism which now gives Reo practically everything possessed by any other car plus additional features which have a special appeal, particularly to the feminine driver.

A hand brake, with a handsome nickel plated throw lever, has been installed on this closed model, and will be standard on all Reo passenger car models in the future, for the convenience of those who are partial to hand-brake equipment. This lever, operating the emergency or internal expanding brakes, is equipped with a ratchet so that the brakes may be left firmly "set" when desired. A brake equalizer has been provided for the internal expanding brakes on the new models so that equal pressure is automatically exerted on either brake drum.

The lever is located within and to the front of the left side front entrance door, close to the cowl quarter, where it may be easily reached with the driver's hand. The location of this lever does not in any way detract from the front compartment roominess, which has been a distinctive feature with Reo for many years.

The foot pedal controlling the service or external contracting brake, being also equipped with a set ratchet, makes it possible to safely leave the car locked in double brakes on an incline.

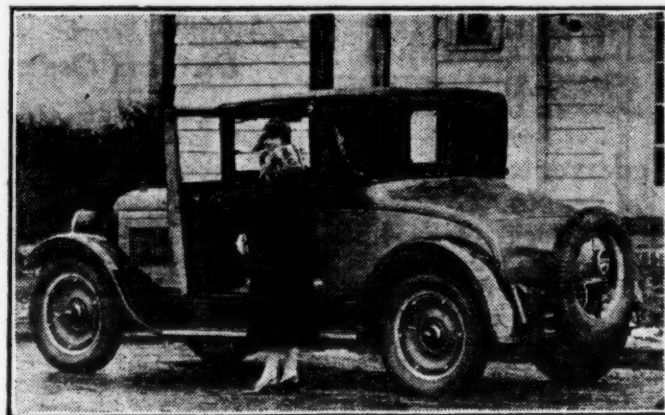
Although equipped with the hand brake lever, the dual foot control is still available for those drivers who are accustomed to and prefer this sure and time-tried system. For those persons, the hand brake may be used for additional brake-locking assurance.

For those drivers, however, who are not familiar with or who do not prefer the clutch pedal-braking control, the connecting pull rod may be easily disengaged so that this pedal serves only the clutch release, leaving the brake mechanism controlled in exactly the same way as that of other cars.

In redesigning the safety control, Reo engineers have also changed the gear shift action to make the Reo shift in accordance with the standard of the Society of Automotive Engineers.

Another important mechanical change was made in the position of the fan. It has been moved forward 2½ inches and lowered in such a way that it completely covers the core of the radiator with its action. Other slight changes also make it much simpler to change the fan belt if this becomes necessary. The fan is now driven direct from a newly designed cam-

**COUPE BY REO.** One of the new Reo models which should prove popular with purchasers this year, is the coupe shown here. In these 1926 models Reo has added a handbrake, and has changed the gear shaft so as to conform more closely to conventional practice.



## Kentucky Acts on Motor Legislation

Bowling Green, Ky., Jan. 30.—The Louisville Automobile Club has placed before the General Assembly, now in session at Frankfort, the following legislative program, which its sponsors declare will be pushed for immediate adoption:—

**A driver's license law.**  
A law making the owner of an automobile responsible for damage done by it whenever it is operated with his knowledge or consent.

**A stronger law against operation of an automobile while drunk.**

**A superior lien on an automobile for personal injury or property damage after an accident.**

**Changes in the registration law intended to prevent thefts.**

**Regulation of bus lines, requiring their owners to be financially responsible for accidents.**

**A scientific load limit law for trucks.**

**A refund of license fees when an automobile is destroyed.**

shaft, the latter feature resulting in quieter operation of the engine.

Adjustment of tappets has also been facilitated by a slight change in design. New headlights are part of the electrical equipment. They include an improved system of dimming.

Fenders and running-board skirts are of new design and have been so changed that the springs in front and the entire gas tank in the rear are now completely covered by continuations of these parts.

The Reo gas tank is now filled at the right instead of in the center as in the past.

There is also a new type of spare tire carrier in the rear, and new hood fasteners are also to be found on the improved sedan.

The most important change in the body design is the lengthening of the hood full 2½ inches and the slight lowering of the entire body. This gives a much more pleasing and graceful contour than Reo has ever before achieved in its closed car models.

A permanent visor is formed by the continuation of the top and a newly designed cowl ventilator lies flush with the cowl of the car and is operated by a new control which greatly facilitates opening and closing.

## WISCONSIN GAS TAX COLLECTIONS ARE HEAVY

Madison, Wis., Jan. 30.—The state of Wisconsin expects to raise \$5,550,000 from its 2-cent gasoline tax during the year 1926. The figures are based on the collection of gas tax funds in 1925 from April 1, when the law went into effect, to January 1, when the November tax was collected. The total for the eight months during which the law was in operation was \$3,817,892.42, including the November tax figures collected in December. The December figures are collected in January and are not available until February 1.

In the monthly report of the state treasurer of gas tax collections the month of August stands out as the greatest, with \$568,058.49. The shortest month was April, with \$332,604.39.

The total cost of administration of this law from April 1 to January 1 is given by the state treasurer as \$8,503.60.

### PROPOSE TAX INCREASE

London, Jan. 30 (U. T. P. S.).—It is proposed to increase automobile taxation by 10s. per cwt., in Guernsey, Channel Islands, to make up the deficit of the annual budget. In addition, there will be a levy of 8 cents per gallon of gasoline.

## CHANGES MADE IN 1926 DIANA

### All Models Carry Arrow-Head Design—Mechanical Changes

Chicago, Jan. 30.—All Diana "8" bodies for 1926, as displayed in the Coliseum, are distinguished by the arrowhead design on the hood and cowl. This consists of a triangular section with its point at the radiator cap and its base covering the cowl and blending in with the body molding. The arrowhead is not only a different color, it is a raised section embossed in the metal.

Mechanical changes are also embodied in the new models. Fan and water pump mounting have been in front of the cylinder block instead of on top of the cylinder head.

Piston skirts have been increased in length and tappets redesigned. The Lancaster vibration dampener has been refined, distributor improved in performance, and the frame strengthened by utilizing heavier stock.

An oil filter and air cleaner have been added to protect the engine and changes made in the oil pan. A new coach type model is shown. It is finished in two-tone green with black superstructure and running gear.

Closed body construction is now of "composite steel." This is claimed to possess the advantages of steel bodies with none of their disadvantages.

The tendency of the all steel body to transmit vibration from one member to another and cause them to resonate sharply is overcome by the use of a silencing medium in the composite steel type. Both types, of course, contain a small amount of wood. Comparative measurements made recently revealed about eighty-five feet of wood used in a typical all-steel body as against approximately 150 feet in a composite steel body of the same size.

Although the smaller amount of wood used in so-called all-steel bodies is claimed to give them an advantage in the case of fire, designers of the composite type contend that this advantage is very

## Insurance Rates Drop in Canada

Montreal, Jan. 30.—Insurance rates on motor cars recently have taken a considerable drop, the average for the various policies being about 15 per cent. About seventy companies doing business in Ontario are adopting the new scale. These all belong to the Canadian Automobile Underwriters' Association. Of the three dozen companies not connected with the Underwriters' Association, several are also adopting the reduced scale.

The one exception to the general decrease is in collision insurance, which has shown an upward tendency. In fact, full coverage collision insurance has been practically abolished. In its stead is a new policy known as "collision 25 deductible" for the car below the \$2,000 class, and "collision 50 deductible" for the larger cars.

Covered by this type of policy the owner of a \$1,000 car now pays a premium of \$36 a year as compared with \$45 a year. However, should this driver collide with another car, with a telegraph pole or any other obstruction and damage his own machine he must pay the first \$25 in damage himself. The insurance company will take care of the balance.

slight, since both types contain the same quantity of other inflammable materials, such as fabric, hair, etc.

A notable feature of the composite steel type body as used in the Diana line is the marked increase in safety vision made possible by narrow solid steel windshield stanchions. These posts not only eliminate the dangerous "blind spot," caused by heavy, bulky supports, but greatly strengthen the body at this point and add to its appearance as well.

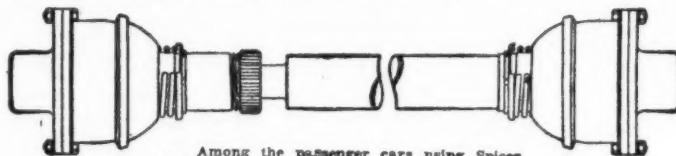
As embodied in the Diana this construction has permitted the widening of doors and windows, thus promoting improved vision from every position inside the car, and easy access to both front and rear seats.

Built of heavy gauge metal the composite steel bodies admirably lend themselves to the rigorous heat and pressure treatment required in embossing on the Diana's hood, cowl and panels the "Arrowhead" design.

## OVER THIRTY LEADING MAKES

Over thirty leading makes of good cars and trucks are now driven through Spicer Universal Joints. Silent and efficient, hidden away under the body, they will never attract your attention, so we speak for them. Your car may weave over rough roads, each

wheel in turn raised high above the others; you may buck deep mud or snow, but, no matter how hard you drive, you can rely upon the Spicer Propeller Shaft under all conditions to deliver the full power of the motor to the driving axle for the entire life of the car.



Among the passenger cars using Spicer Propeller Shafts:

Cadillac  
Cleveland  
Cole  
Durant  
Eclair  
Essex  
Flint  
Franklin  
Hudson  
Lincoln  
Locomobile  
Marmon  
Moon  
Peerless  
Pierce Arrow  
Star  
Studebaker  
Wills Ste. Claire



Spicer Manufacturing Corp.,  
South Plainfield, N. J.  
Parish Manufacturing Corp., Reading, Pa.  
Salisbury Axle Co., Jamestown, N. Y.

Associated Spicer Companies

## HOTEL WALTON

104 WEST 70 ST.  
NEW YORK

HIGH CLASS HOTEL NEAR CENTRAL PARK AND  
CONVENIENT TO SHOPPING AND AMUSEMENT CENTERS

PRICES RANGING FROM \$15 TO \$17.50 WEEKLY WITH  
THE USE OF BATH; \$35 TO \$42 WEEKLY SITTING ROOM  
BEDROOM AND BATH

THE ROSE ROOM IS AVAILABLE FOR SOCIAL  
FUNCTIONS OR BUSINESS CONFERENCES



# G. M. Net for 1925 Is Placed at \$114,000,000

**EQUAL TO \$20.60  
ON ITS 5,161,070  
COMMON SHARES**

**Du Pont Company  
Owns 25.8 Per Cent.  
Of Junior Stock**

**NEW YORK, Jan. 30.**—The preliminary official estimate of the General Motors Corporation for 1925 indicates earnings of approximately \$114,000,000 for dividends, including the accrued earnings in the Fisher Body Corporation, General Motors Acceptance Corporation and the Yellow Truck and Coach Manufacturing Company.

After preferred dividends this is equal to \$20.60 on the 5,161,070 shares of General Motors common stock. In 1924 the corporation and its controlled companies earned \$51,623,490, equal after preferred dividends to \$8.59 a share on the common.

E. I. du Pont de Nemours & Co. show in their annual report, just made public, that they received \$9,296,706 in dividends from the General Motors Corporation on its holdings of common stock in that company. Considering the accrued earnings of General Motors in the Fisher Body Corporation, the General Motors Acceptance Corporation and the Yellow Truck and Coach Manufacturing Company, the Du Pont company will receive in addition on its General Motors holdings approximately \$18,099,400, which will bring the total for that source up to \$27,396,106.

Du Pont's direct holdings in General Motors common stock, together with its equity in holdings of the General Motors Securities Company, constitute about 25.8 per cent. of the entire common stock of the motor corporation.

Total current assets of the Du Pont Company on December 31, 1925, were \$55,146,647, which included \$15,294,041 cash, while total current liabilities amounted to \$7,922,739, or a ratio of approximately 7 to 1. Total investments of the company, including its holdings of General Motors stock, securities of controlled companies not consolidated and miscellaneous securities, are carried at an aggregate of \$149,600,000.

## PIONEER RUBBER SHOWS NET

**Willard, O., Jan. 30 (U. T. P. S.).**—At the annual stockholders meeting of the Pioneer Rubber Company of Willard, O., a statement was issued showing that a deficit of \$71,000 three years ago has been turned into a surplus of more than \$88,000 at this time. The net earnings of the company during the present year exceeded \$100,000, and while dividends were again passed, President T. W. Beelman assured the stockholders that dividends would be resumed next year in all probability.

## LIST FISK CERTIFICATES

**New York, Jan. 30.**—The New York Curb Exchange has admitted to trading privileges the Fisk Rubber Company's new first preferred stock certificates, stamped to the effect that the dividends accumulated prior to February 1, 1926, have been settled and paid in full.

## STOP PRODUCTION

**London, Jan. 30 (U. T. P. S.).**—The firm of J. & E. Hall, Ltd., Dartford, Kent, states in its annual report that the production of Hallford trucks is to be discontinued. Spare parts, however, will still be obtainable.

## Saturday's Wall Street Closing

Stocks	Sales	High	Low	Close	Net
Adv. Rmely	100	3 1/2	3 1/2	3 1/2	0
do pf	700	63	62	63	0
Aljox Rub.	900	10 1/2	10 1/2	10 1/2	0
Allis Chas.	500	32 1/2	31 1/2	31 1/2	0
Am. R. Mag.	1100	30 1/2	30 1/2	30 1/2	0
A. L. P. E.	800	13 1/2	13 1/2	13 1/2	0
do rights	1050	1 1/2	1 1/2	1 1/2	0
Briggs M. C.	100	34 1/2	34 1/2	34 1/2	0
Chand. Mot.	700	46 1/2	45 1/2	46 1/2	0
Chrysler, n.	2300	49 1/2	49 1/2	49 1/2	0
do pf	100	106	106	106	0
Dodge Br. A	2000	43 1/2	43 1/2	43 1/2	0
do pf	900	86 1/2	85 1/2	85 1/2	0
Eaton A. & S.	11300	30 1/2	29 1/2	30 1/2	0
Elec. St. Bat.	2000	80	79 1/2	80	0
Elec. St. Bat.	800	75 1/2	75 1/2	75 1/2	0
Emor. Brant	200	3 1/2	3 1/2	3 1/2	0
do pf	300	23 1/2	23 1/2	23 1/2	0
Fisher Bdy.	200	98 1/2	98 1/2	98 1/2	0
Fisk R. T.	6300	25 1/2	24 1/2	25 1/2	0
do 1st pf	200	112 1/2	112 1/2	112 1/2	0
Gab. Smth.	1800	39 1/2	38 1/2	39 1/2	0
Gen. Mot.	13100	126 1/2	126 1/2	126 1/2	0
Goodrich	5400	67 1/2	67 1/2	67 1/2	0
do pf	100	98 1/2	98 1/2	98 1/2	0
Goodyear pf	200	104 1/2	104 1/2	104 1/2	0
Hayes Wht.	200	44 1/2	44 1/2	44 1/2	0
Hudson Mot.	4100	112 1/2	111 1/2	111 1/2	0
Hupp Mot.	1300	26 1/2	26 1/2	26 1/2	0
Indian Moto	1700	23 1/2	22 1/2	23 1/2	0
Jordan M. C.	10300	60 1/2	59 1/2	60 1/2	0
Kelly-Spr.	1800	19 1/2	18 1/2	19 1/2	0
do 3rd pf	100	115 1/2	115 1/2	115 1/2	0
Kelsey Wh.	200	115 1/2	115 1/2	115 1/2	0
Mack Tr.	600	140 1/2	139 1/2	140 1/2	0
do 2d pf	200	106 1/2	106 1/2	106 1/2	0
do rts	400	6 1/2	6 1/2	6 1/2	0
Mocon Mot.	100	34 1/2	34 1/2	34 1/2	0
Moto M. A.	500	41 1/2	41 1/2	41 1/2	0
Mot. Wheel.	800	32 1/2	32 1/2	32 1/2	0
Mull Body.	2200	19 1/2	18 1/2	19 1/2	0
Murray Bdy	1700	15 1/2	15 1/2	15 1/2	0
Nash Mot.	300	53 1/2	52 1/2	53 1/2	0
Pack M. Co.	200	49 1/2	49 1/2	49 1/2	0
Paige-Det. M.	600	25 1/2	25 1/2	25 1/2	0
Pierce-Arro.	1500	39 1/2	38 1/2	39 1/2	0
do pf	100	104 1/2	104 1/2	104 1/2	0
Reyn. Sprs.	400	9 1/2	9 1/2	9 1/2	0
Stow. Warn.	1000	85 1/2	84 1/2	85 1/2	0
Studebaker	2100	58 1/2	58 1/2	58 1/2	0
Timk R. Bg.	700	54 1/2	54 1/2	54 1/2	0
U. S. Rub.	4600	86 1/2	85 1/2	86 1/2	0
White Mot.	1300	81 1/2	80 1/2	81 1/2	0
Willys-Overl	6500	30 1/2	30 1/2	30 1/2	0
do pf	200	95 1/2	95 1/2	95 1/2	0
Yel. T. & C.	100	29 1/2	29 1/2	29 1/2	0
do pf	100	93 1/2	93 1/2	93 1/2	0

## Mexican Crude Oil Output Shows Gain

**Tampico, Jan. 30.**—Mexican crude oil production in week ended January 23 increased 6,285 barrels daily, averaging 307,571 for the period. Light oil output was off 13,572 barrels daily at 91,714; heavy oil gained 19,857 barrels daily at 215,857.

## HAYNES ASSESSMENTS MADE

**Kokomo, Ind., Jan. 30 (U. T. P. S.).**—Final assessment figures for the Haynes Automobile Company properties, now in receiver's hands, have been set as follows by the Indiana Tax Board for 1925:—

Lands, \$18,705; buildings, \$107,078, and equipment, \$24,217; making a total of \$200,815. This same property was assessed in 1924 at a total of \$654,260.

## Current Commodity Prices

**New York, Jan. 30.**—The crude rubber market has again shown a stronger tendency. There is a more active demand and trading is on the increase. The steel and metal markets are for the most part unchanged. In the petroleum industry an advance in the price of Mid-continent petroleum is being awaited.

STEEL PRODUCTS		RUBBER MARKET	
Semi-Finished—Gross Tons		Plantations—	Bid Asked
Billets, rerolling	\$36.00a37.00	First latex crepe, spot	70 71
Billets, forging	\$41.00a42.00	January-March	68 69
Steel bars (hot rolled)	\$20a 21.00	April-June	67 68
Plates (hot rolled)	1.60a 1.70	Ribbed Smoked Sheets, spot	69 70
Blue annealed sheets	2.50a 2.60	January-March	68 69
Black sheets	3.35a 3.40	April-June	66 67
Auto body	4.40a 4.50	Para-Up-River, fine, spot	60 61
Rails	2.40a 2.50	Island, fine	63 64
Cold rolled strip	2.75a 2.80	Inner tubes, No. 1	11 a 12
Hot rolled strip	2.20a 2.30	Inner tubes, No. 2	8 a 9
Pig Iron, Basic		Inner tubes, No. 2 red	7 a 8
Valleys	20.00a21.00	Tire, automobile, white, ton	\$60.00a70.00
Eastern Pennsylvania	22.00a23.00	Mixed auto tires	40.00a45.00
IRON AND STEEL SCRAP		Reclaimed rubber—Tire reclaimed, 9c, shoe reclaimed, 13c	
(Buying prices, f. o. b. New York)		OIL AND GASOLINE	
Heavy melting steel	\$12.00a13.00	MOTOR GASOLINE	
Machine shop turnings	9.50a10.00	Garages (steel barrels)	a17
Cast iron borings	9.50a10.50	Up-State New York	a17
No. 1 cast scrap	16.00a17.00	Single tank cars, delivered, New York	12 1/4aNom.
MILL PRODUCTS		CRUDE PRICES AT WELLS	
Base prices, cents per pound, f. o. b. mill		EASTERN—	
High brass sheets	18 1/2a —	Penn. grade oil	In Buckeye P.
Copper, in rolls	21 1/2a —	In N. Y. Tran.	Line Co. lines \$3.30
Zinc, spot, New York	8.35a 8.40	Co. lines	\$3.65 Cabell
Lead, spot, New York	9.25a 9.30	Bradford District	Corning
Aluminum, virgin 98a99 1/2	27 a —	oil in Nat.	1.15
SEAMLESS TUBING		Tran. Co. lines	3.65
High brass	23.50	Penn. grade oil	Somerset, light
Copper	24.25	In Nat. Tran.	CENTRAL—
RODS		Co. lines	2.55
High brass (round 3/4 to 2 1/2 in.)	16 1/2a —	Haines grade oil	Lima
Copper, rods, round	22 1/2a —	In Nat. Tran.	1.75
OLD METALS		Co. lines	3.20
Following are dealers' buying and selling prices for large quantities, f. o. b. cars, New York		Penn. grade oil	Woolston
Heavy machinery com.	9 1/2a9 3/4	In S. W. Pa.	2.00
New brass clippings	8 1/2a8 3/4	Pipe lines	2.55
Auto radiators	8 1/2a7 1/2	in Eureka P.	Waterloo, Ill.
Brass, heavy	7 1/2a7 1/4	Penn. grade oil	Plymouth
Brass, light	6 1/2a7 1/4	Line Co. lines	3.50

## AUTO BUYERS ASK STEEL REDUCTION

**Endeavor to Break Market on No. 22 Gauge Body Stock, Now 4.50**

**PITTSBURGH, Jan. 30.**—

January maintained the pace that marked the close of the old year in the steel industry and that brought the volume of production for 1925 up to a new record. The price situation, however, has not materially changed and the advances confidently looked for by leaders in the industry were apparently slow in making their appearance.

The demand for steel continues to come in from the automobile industry, railroads, manufacturers of farm implements, and even from the building trade, despite the off-season period of that industry. Oil country business is holding up well and steel products used in agriculture, such as fencing, is beginning to show signs of spring activity.

Buyers of automobile sheets are endeavoring to break the market on No. 22 gauge auto body stock, which has been firm for several months, at 4.50c. Makers, however, claim to have successfully resisted the pressure for lower prices. The leading independent interest in this district say they are receiving specifications at the market price.

Some of the non-integrated sheet rollers, principally those located at Niles, O., are experiencing some financial difficulties at present, on account of irregular conditions prevailing in the finished market, while buyers of sheets are holding out for lower prices. On the basis of 3.35c per pound, the current quotation for No. 28 gauge black sheets, producers say they cannot afford to accept business at concessions.

In this district there have already been some suspensions of active capacity, where rollers refused to accede to demands of buyers for reduced prices.

The Commercial Shearing and Stamping Company is receiving some business from the Ford Motor Company. Nearly all of the Valley

## Nash 900% Stock Dividend Ordered

**New York, Jan. 30.**—Directors of the Nash Motors Company have formally declared the stock dividend of 900 per cent. which was announced some time ago. The dividend is payable to stockholders of record February 11. Certificates for the new stock will be mailed February 19.

Makers are sharing in the Ford business. As yet, demand for 1926 from the motor car industry has not reached anticipated proportions. The Newton Steel Company, though, is able to maintain its plant in full operation, despite the difficulties experienced by other interests.

Fabricating interests catering to the auto trade are generally not operating close to capacity in this district.

The average productive capacity of the independents in the Pittsburgh district is between 90 and 95 per cent. of capacity. The mills of the United States Steel Corporation are averaging a little higher than the independents.

The Carnegie mills at Homestead are preparing to switch over from steam to electricity. In fact, it is related that they actually ran an ingot through the new equipment on the first of January.

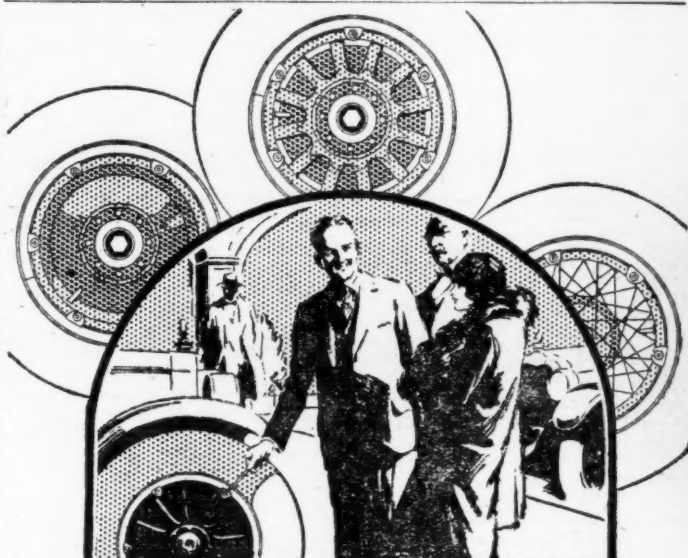
## STUTZ SHARES UP ON 8'S PROSPECTS

**New York, Jan. 30.**—The advance in the shares of the Stutz Motor Car Company of America, Inc., from below 10 to above 30 reflects the more optimistic feeling which has been engendered by introduction of the company's new eight-cylinder line. While there is nothing more tangible behind the advance than the cordial reception which the new models have received from the public and the trade, officials believe that the company is on the threshold of an era of large earnings.

All development expenses in connection with the new models have been provided for and the company entered 1926 with a clean slate.

Stutz is planning to produce from 5,000 to 10,000 cars this year. Sales of 5,000 cars should mean a gross of more than \$10,000,000 for the company, as compared with \$8,000,000 in the company's previous biggest sales year, 1920, and between \$2,000,000 and \$2,500,000 in recent years.

Stutz has outstanding less than \$1,000,000 in bonds ahead of its 229,989 shares of stock. At current levels of 33 for the stock, the market appraisal is around \$7,500,000.



**Only  
Hayes Wheels offer  
attached lug improve-  
ments. These improve-  
ments give dealers  
exclusive selling points  
such as: Elimination of  
rim squeaks—distribu-  
tion of driving strain—  
saving of time in tire  
changes—saving of tire  
wear—saving of service  
expenditure.**

*"Loose Lugs Are Behind the Times"*

HAYES WHEEL COMPANY, Manufacturers, Jackson, Michigan

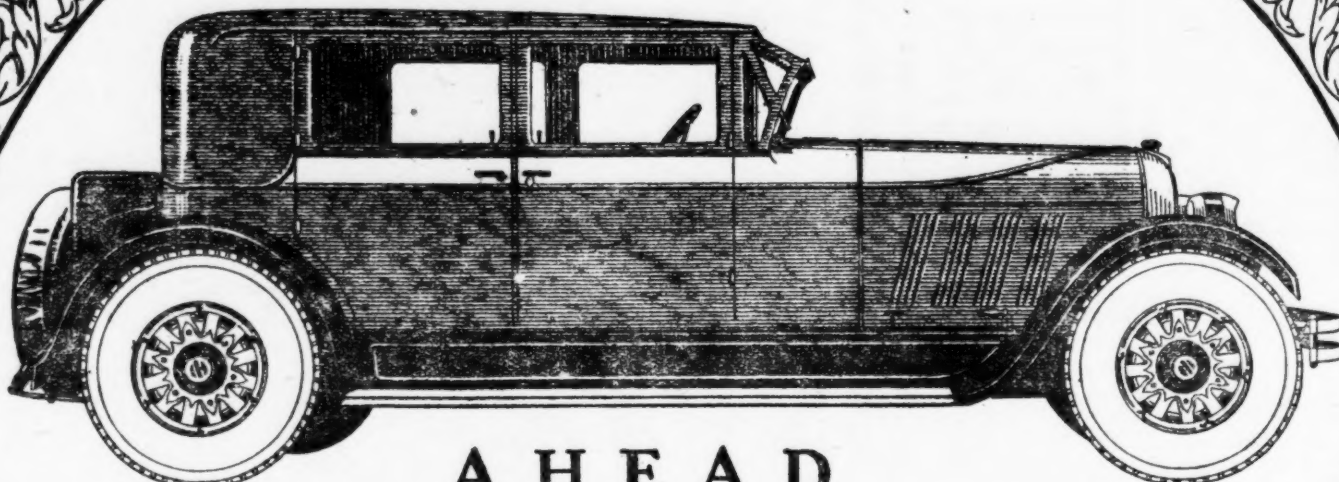
# HAYES WHEELS

WITH ATTACHED LUG RIMS—STANDARDIZED IN WOOD, WIRE AND DISC



# AUBURN

**8 EIGHTY**  
**8 EIGHT** \$1795



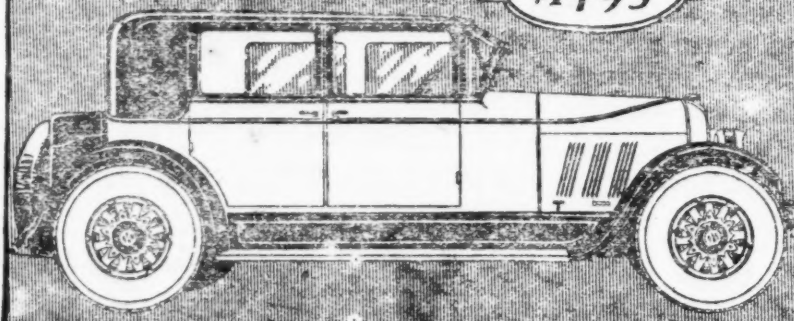
## AHEAD

Auburn is not a tag-ender. Auburn originates and leads. Long wheel-base, larger motors, heavier frames, finer bodies and finer value and more of it in every way. Auburn is not a cheap car built to a price but a fine car built to an ideal and sold at a minimum cost. Come and see the latest designs and most advanced improvements in the industry. Learn for yourself why Auburn enjoys the fastest growing popularity of any car built today.

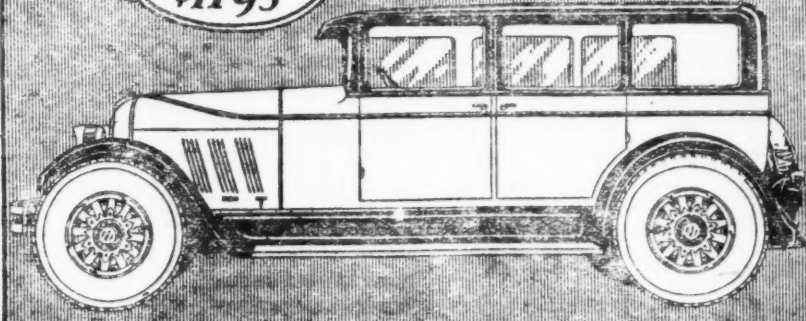
AUBURN AUTOMOBILE COMPANY... AUBURN, INDIANA.

8-88 Brougham, \$1795,  
freight and tax extra. 125"  
wheelbase. 3 1/4" x 4 1/2"  
8-cylinder motor. Finished  
in latest two-tone lacquer.

**6 SIXTY**  
**6 SIX**  
\$1495



**4 FORTY**  
**4 FOUR**  
\$1195



8-88 Sedan \$1795; 8-88 Brougham \$1795; 8-88 Coupe \$1745; 8-88 Roadster \$1695; 6-66 Sedan \$1695; 6-66 Brougham \$1495; 6-66 Coupe \$1445; 6-66 Roadster \$1395; 4-44 Sedan \$1195; 4-44 Coupe \$1175; 4-44 Roadster \$1145. Freight and tax extra.

All Auburn dealers in the Chicago District  
are direct Factory Distributors.



1919  
1920  
1921  
1922  
1923  
1924  
1925

and Again  
in

1926

  
**Buick**  
*first*

First choice of display space at the National Automobile Shows is not left to chance. It goes, each year, to the member of the National Automobile Chamber of Commerce whose dollars and cents volume of business has topped all others. Public preference for Buick motor cars has given this honor to Buick again this year, as in every one of the preceding seven.

BUICK MOTOR COMPANY, FLINT, MICHIGAN  
*Division of General Motors*

**1<sup>st</sup> place**  
at the National  
Automobile Shows